SIXTY-FOURTH YEAR

The Billboard

PRICE: 35 CENTS ALL OVER THE WORLD

September 2, 1957 THE BILLBOARD Section 2 Advertisement

COLUMBIA PHONOGRAPHS PRESENTS

"Masterwork" Series—Model 866

LISTENING IN

DEPTH

Unveiling the most fabulous and comprehensive collection of phonographs in its history, Columbia Phonographs here presents a few representative models. Featuring cabinet styling by Paul McCobb and Peter Quay Yang, world-renowned designers, Columbia's line for 1958 is also the first presentation of a great new advancement in sound . . . **D.E.P.** Directed Electromotive Power, the secret of *Listening in Depth* and the secret of overwhelming success in 1958 for Columbia Phonographs.

(Continued on page 12)

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Kennel Ration line spotlights
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or and collector-item songs
d from Columbia and Epic
ngs) by W. C. Fields, Will
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, and other great American
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Hotpoint Tie-up

lumbia's Hotpoint tie-up is
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EW YORK—A key facet of
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Phonocards owned by Burg Crosby,
recently produced a kiddie disk
for Borden's Ice Cream. The record had to double as the top of a
carton, and be able to withstand
freezing temperatures and mois-
ture.

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1957 Spotlights Cleffer-Pub Copyright-Renewal Problems

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General Outlook 86
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Music Merchandising 87
Pitch Setter Pins 88
Tips on Coining 88
Fairs & Pools 89
Vending Machines 83

▲

PORTABLES

Long known in the industry as the manufacturer with the "fastest selling" line of portables, Columbia continues its unsurpassed reputation in 1958. Starting with the world-famous $29.95 Model 512, Columbia's extensive selection goes through 14 separate models. From manually operated traffic stimulators through superb high-fidelity automatics (plus portable radio-phonograph combinations) Columbia's matchless designs, thrilling fabrics and superior engineering again lead the field.

Illustrated: Model 526

TABLE MODELS—CONSOLETTES

The Pacemaker "360" in a thrilling new editi is joined this year with two more outstanding to fill out the Columbia table model—consolett Optional legs with the 360 and 542 allow free of choice in matching decor while the handsom table model assures the compact custom touch. Power-packed, popular-priced phonographs... all three!

Illustrated: Model 542

▼

D.E.P. THE SECRET OF LISTENING IN

COLUMBIA "MASTERWORK" SERIES

"Masterwork" Series—
Model 850

"Masterwork" Series—
Model 944

There are Columbia Phonographs ranging in price from $29.95 to $1,995.00. The magnificent, Paul McCobb designed "Masterwork" Series are the superlative climax of Columbia's line for 1958, the unchallenged leaders of listening in

DEPTH

DEPTH

MEANS FOR YOU...

DEPTH IN ADVERTISING. 1958 is Columbia's big year! To boost your sales, there's an all-out advertising campaign featuring a two-page color spread and full color pages in LIFE, NEW YORKER and The NEW YORK TIMES. Pick up Mat-Ads for use in your local newspapers and count on the impact of spots on RADIO and TELEVISION. National and local advertising, working for your D.E.P.*

DEPTH IN IMPACT. Backed by intensive advertising, and being the apex of achievement in design and sound engineering, you can count on the impact of this year's presentation to work for you. Full-color Line Booklets, Consumer-line brochures in full color, individual **D.E.P.** brochures, Full Color Wall Charts and window displays as well as LIFE merchandising aids will assure your feeling that impact in your D.E.P.*

DEPTH IN SELLING. To make the most of the new line, the intensive advertising, the consumer impact . . . make sure that you stock the Columbia line in depth. It's your part of D.E.P.*

COLUMBIA PHONOGRAPHS

CHECK YOUR DISTRIBUTOR:

ALLIED APPLIANCE COMPANY, 910 Berkeley Street, Boston, Massachusetts
COLUMBIA RECORD DISTRIBUTORS, INC., 36 Cummington Street, Boston, Massachusetts
ONONDAGA SUPPLY COMPANY, 344 West Genesee Street, Syracuse, New York
ROSKIN BROTHERS, INC., 1627 Broadway, Albany, New York
ROSKIN DISTRIBUTORS, INC., 275 Park Avenue, East Hartford, Connecticut
SWANTON COMPANY, INC., 919 Congress Street, Portland 4, Maine
TIMES-COLUMBIA DISTRIBUTORS, INC., 350 Halsey Street, Newark 2, New Jersey
TIMES-COLUMBIA DISTRIBUTORS, INC., 353 Fourth Avenue, New York, New York
BECTEM & BRODY, 3110 Jefferson Street, Philadelphia, Pennsylvania
COLUMBIA RECORD DISTRIBUTORS, INC., 919 North Broad Street, Philadelphia, Pennsylvania
COLUMBIA RECORD DISTRIBUTORS, INC., Allens Street at Curtain Avenue, Baltimore 16, Maryland
B. T. CRUMP COMPANY, 1910 East Franklin Street, Richmond 13, Virginia
DAVID KAUFMANN'S SONS, INC., Mount and Cole Streets, Baltimore, Maryland
GOLDBERG-TILLER COMPANY, 950 Myers Street, Richmond, Virginia
GOODMAN ELECTRIC SUPPLY COMPANY, 9616 Hampton Boulevard, Norfolk, Virginia
ROANOKE WHOLESALERS, INC., 202 Bullitt Avenue, S.E., Roanoke, Virginia
COMSTOCK DISTRIBUTORS, INC., 1349 Spring Street, N.W., Atlanta, Georgia
DISTRIBUTORS, INC., 822 North Myrtle Avenue, Jacksonville, Florida
SOUTHERN BEARINGS & PARTS COMPANY, 500 North College Street, Charlotte 1, North Carolina
MOORE-HANDLEY HARDWARE COMPANY, INC., 27 South 20th Street, Birmingham, Alabama
MOORE-HANDLEY HARDWARE COMPANY, INC., 492 Craighead Street, Nashville, Tennessee
WOODSON AND BOZEMAN, INC., 733 South Somerville, Memphis, Tennessee
COLUMBIA RECORD DISTRIBUTORS, INC., 3745 Spurth Street, Cincinnati 23, Ohio
DANYORTH CORPORATION, 4500 Hamilton Avenue, Pittsburgh, Pennsylvania
GRAYBAR ELECTRIC COMPANY, 543 North Third Street, Columbus, Ohio
H. LEFF ELECTRIC COMPANY, 2341 Payne Avenue, Cleveland, Ohio
PEGH FURNITURE COMPANY, 1322 Wilson Street, Charleston, West Virginia
SEAWAY-COLUMBIA, INC., 730 Main Street, Buffalo 2, New York
SEAWAY DISTRIBUTORS, INC., 3142 Prospect Avenue, Cleveland, Ohio
COMMERCIAL ELECTRIC COMPANY, 2300 Summit Street, Toledo, Ohio
TOP LINE DISTRIBUTORS, 28th and Smallman Streets, Pittsburgh 28, Pennsylvania
YORK SUPPLY COMPANY, 531 East Third Street, Toledo, Ohio
COLUMBIA RECORD DISTRIBUTORS, INC., 7640 West Chicago, Detroit, Michigan
COLUMBIA MIDWEST, 31 Glenwood Avenue, Minneapolis 3, Minnesota
GRAYBAR ELECTRIC COMPANY, 432 Monroe Avenue, N.W., Grand Rapids, Michigan
COLUMBIA RECORD DISTRIBUTORS, INC., 146 McLean Place, Indianapolis, Indiana
SUTCLIFFE COMPANY, 609 West Main Street, Louisville, Kentucky
THE SAMPSON COMPANY, 2244 South Western Avenue, Chicago, Illinois
COLUMBIA RECORD DISTRIBUTORS, INC., 1305 Grand Avenue, Kansas City 6, Missouri
COLUMBIA RECORD DISTRIBUTORS, INC., 1611 Washington Street, St. Louis, Missouri
MORELY-MURPHY COMPANY, INC., 5151 West State Street, Milwaukee 8, Wisconsin
B. K. SWEENEY COMPANY, 1601 23rd Street, Denver 17, Colorado
INTERSTATE ELECTRIC COMPANY, 3730 Conti Street, New Orleans, Louisiana
INTRASOUTH DISTRIBUTING COMPANY, 1565 Texas Avenue, Shreveport, Louisiana
ALBERT MATHIAS AND COMPANY, 118 South Mesa, El Paso, Texas
MEDARIS COMPANY, INC., 1202 Dragon Street, Dallas, Texas
MILLER-JACKSON COMPANY, 111-115 East California Street, Oklahoma City, Oklahoma
QUAD-STATE DISTRIBUTORS, 218 3rd Street, Des Moines, Iowa
H. R. BASFORD COMPANY, 235 16th Street, San Francisco, California
COLUMBIA ELECTRIC & MANUFACTURING CO.,
East 3420 Ferry Avenue, Spokane 24, Washington
COLUMBIA RECORD DISTRIBUTORS, INC., 2718 Second Avenue, Seattle, Washington
CRAIG CORPORATION, 3410 South LaCienega Boulevard, Los Angeles, California
CRAIG CORPORATION, 1021 East Pine Street, Seattle 22, Washington
RY-BAR DISTRIBUTING COMPANY, 1318 N.W. Glisan Street, Portland 9, Oregon
STANDARD SUPPLY COMPANY, 225 East 6th South, Salt Lake City 10, Utah
GENERAL MERCHANDISING, 297 North Milwaukee, Milwaukee, Wisconsin
HONOLULU PAPER COMPANY, LTD., 1105 Kapiolani Boulevard, Honolulu 42, T.H.
JOHN PLAIN COMPANY, 444 West Washington Street, Chicago, Illinois
TIMELY PRODUCTS, INC., 287 Fourth Avenue, New York, New York
GRAYBAR ELECTRIC COMPANY, INC., 2111 N.W. 22nd Avenue, Miami, Florida
GRAYBAR ELECTRIC COMPANY, INC., 1563 Jessie Street, Jacksonville, Florida
GRAYBAR ELECTRIC COMPANY, INC., 400 Pittman Street, Orlando, Florida
GRAYBAR ELECTRIC COMPANY, INC., 801 North Rome Avenue, Tampa, Florida
GRAYBAR ELECTRIC COMPANY, INC., 405 North MacArthur Boulevard, Springfield, Illinois
GRAYBAR ELECTRIC COMPANY, INC., 600 South Taylor Avenue, St. Louis 10, Missouri
GRAYBAR ELECTRIC COMPANY, INC., 417 Byrd Street, Little Rock, Arkansas
GRAYBAR ELECTRIC COMPANY, INC., 650 W. Jackson Street, Chicago, Illinois
GRAYBAR ELECTRIC COMPANY, INC., 55 West Canfield Street, Detroit, Michigan
GRAYBAR ELECTRIC COMPANY, INC., 2424 Kansas Avenue, Flint, Michigan
GRAYBAR ELECTRIC COMPANY, INC., 3304 South Adams Street, Peoria, Illinois
FEDERATED PURCHASERS, INC., 1115 Hamilton Street, Allentown, Pennsylvania
FEDERATED PURCHASERS, INC., Mountainside, New Jersey
FAIRFAX DISTRIBUTING COMPANY, INC., 1328 New York Avenue, Washington, D.C.

D.E.P.

'DEALERS' EXTRA PROFITS

SIXTY-FOURTH YEAR

The Billboard

PRICE: 35 CENTS ALL OVER THE WORLD

SEPTEMBER 2, 1957 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

West Holds Grip on U. S. Entertainment

Upcoming Crop of Western Stars Joins Oldsters to Boom Sunset Trail Pattern

By TOM PARKINSON

CHICAGO — Rarely has the West held sucb a firm grip as now on American entertainment—from books to broadcasting. But then, Western features have seldom done less than good in this country. Since the days of Pat Boone's ancester Dan, Crockett the First, and an old geezer named Grizzly Adams, the U. S. kids and their elders have thrilled to the true or trumped-up adventures of Western stars.

Thru most of this cavalcade of range-riders and trail-blazers, outdoor show business bas played a leading role. It was with his own outdoor show that Buffalo Bill set the pace which others follow right up to now.

In the line-up have been such notables as Doctor Carver, Pawnee Bill, Texas Jack, Annie Oakley, the Miller brothers, Will Rogers, Tom Mix, Hoot Gibson, Buck Jones, Ken Maynard, Jack Hoxie, Tim McCoy, the Lone Ranger, Cisco Kid, Pancho, Hopalong Cassidy, Roy Rogers and more. Fans can pick their era and take their choice: all the Western hands have been with some form of outdoor show business.

Bad Guys, Too

Trick and fancy riders, ropers, bulldoggers, whip artists and sharpshooters have been interspersed with singers and actors in Western roles. Besides the good guys have been a number of bad guys—real Western bank robbers, train and stage hold-up gangs and other toughs that have been tamed for trouping.

Some times these outfits have taken the form of Wild West shows, with a large arena surrounded by bleachers under a tent canopy. In the arena were demonstrations of Western skills plus re-enactments of such Western events as famous Indian battles, especially Custer's last stand; the Pony Express, wagon trains on the move, stage coach robberies, massacres, round-ups and the gold rushes.

Indian shows began not long after the first boats arrived back in England, but important Western shows began with that of Buffalo Bill. Doctor Carver was with that one at the outset and soon branched out to start his own Western act with a circus. This became one of the first Western additions to a standard circus performance.

Pawnee Bill also began with Buffalo Bill, soon duplicated the format with his own show, and finally bought into the original to form the Buffalo Bill & Pawnee Bill Wild West, nicknamed the Two Bill Show.

Colorful Titles

In the period before World War I, the Wild West Show reached its peak. There were dozens of them. They came in all sizes and carried a colorful set of titles. Among them were Young Buffalo Wild West, Buffalo Ranch Wild West, and the Oklahoma Ranch Wild West.

Various kinds of Bills, all trading on some degree of association with Buffalo Bill Cody, were a dime a dozen. They included Tiger Bill Wild West, Nebraska Bill and Prairie Lillie Show, Oklahoma Bill Wild West and Wyoming Bill's Wild West and "California Gold Fields in Days of '49," Honest Bill and Luck Bill. There was a Buckskin Bill Wild West and a Buckskin Ben's Wild West.

Then came Texas Ranch Wild West, Texas Bud Wild West, Texas Bill's Wild West. More were the Black Hills Wild West, Dakota

(Continued on page 61)

TV HAS HOTTEST NIPPON IMPACT SINCE PERRY

NEW YORK — The Japanese have flipped heels-over-kimono over TV.

"It's the hottest thing to arrive in Japan since Commodore Perry. A whole new crop of Japanese show business stars are being built in TV, and the advertising is so effective many advertisers won't even use print media anymore. There are now three networks plus independents, a total of 22 TV outlets with six in Tokyo alone, and over 5,000,000 receivers. The programs are fabulous, even tho they sometimes look as tho the prodocers were John Ringling North, Ernie Kovacs and Sakini of 'Teahouse of the August Moon.'"

This thumbnail portrait of booming Japanese TV was sketched for The Billboard last week by film producer Steve Parker, who is to Tokyo what Sheldon Reynolds is to Paris. Expatriate Parker is currently in New York to discuss, via MCA, a $300,000 color one-shot with NBC-TV execs, to star Gene Kelly and to be lensed in Japan in November.

Programming in Japan, according to Parker, is basically the U. S. model — with unique Japanese variations. Several American telefilm export series, including "Dragnet," "Lucy," "Circus Boy" and "Cisco Kid" are airing there, in addition to local fare like variety shows, baseball, Japanese wrestling, features and export versions of shows like "What's My Line?"

But the Japanese have also managed to blend successfully the full-sponsorship show and the participating format.

(Continued on page 3)

Bakers to Brewers Train Sights on Disk-Buyer Target

Commercial Firms Set Multiple Promotions With Major Labels

By JUNE BUNDY

NEW YORK—The record buying public has become a prime consumer-target for companies not ordinarily associated with the music business, via a raft of recent tie-ups—involving direct mail, radio and TV jingles, special premium deals and a variety of promotions—set up with major labels by every kind of outside business from a bakery to a brewery.

Most recent activities on this form include a Sunbeam Bakery campaign on Eddy Arnold's forthcoming RCA Victor single "Little Miss Sunbeam"; several premium platter deals between Columbia and Quaker Oats, Buster Brown Shoes, Beatrice Ice Cream, and Hotpoint Appliances, a new Balantine Beer jingle campaign; M-G-M's display tie-up with the Champagne Industry Association, and RCA Victor's tie-up with J. J. Heinz Company and Montgomery Ward on the label's Best Buy Program for 1957.

Sunbeam Drive

Sunbeam, which utilizes a "Little Miss Sunbeam" character as a trade-mark, will launch a national promotional drive on the Arnold disk this week in Dallas. The disk, which has nothing to do with the bakery lyric-wise, will be issued io a special four color sleeve plogging Sunbeam. The bakery is giving away 10,000 copies of the platter to deejays, juke box operators and local bake shops in Dallas, and will also push the record in a special local spot radio advertising campaign.

Columbia's deal with Quaker Oats' Kennel Ratinn line spotlights a specially compiled 10-inch LP, tagged "Great Comedians of the Century," with narration by Eddie Cantor and collector-item segs (culled from Columbia and Epic catalogs) by W. C. Fields, Will Rogers, Moran and Mack, George Jessel, and other great American comics. The premium LP is currently being offered for $1 and four Kennel Ratlon wrappers. Columbia bas an initial order of 25,000 on the package.

Hotpoint Tie-up

Columbia's Hotpoint tie-up is built around a 12-inch LP, titled "Eleven Presidents Speak," featuring narration by Charles Colingworth, liner notes by Irving Stone, and recorded statements by U. S. presidents dating back to the nineties. Columbia has an initial order of 25,000 on this package, which is given away free in some areas with the purchase of a Hotpoint appliance, and in other markets on a demonstration visit.

The Beatrice Foods deal designed to promote a new ice cream flavor, Calypso, is a 50-cent self-liquidating premium program, built around a seven-inch EP, featuring excerpts from Columbia's calypso catalog.

More than 1,000,000 gratis Auravision paper platters (featuring jingles recorded by Columbia) were distributed thru the mails to listeners by Boster Brown Shoes, this year in conjunction with its sponsorship of "Captain Kangaroo" on CBS-TV.

Balantine Beer's current radio jingle campaign revolves around six Columbia artist — Johnny Mathis, Lu Ann Simms, Eileen Rodgers, Four Voices, Dick Wilson and Jerry Vale—with special intros for each warbler by the label's artist and repertoire topper Mitch Miller. However, the William Esty Agency is currently readying a new jingle campaign for the brewery which will feature artists on a

(Continued on page 12)

NEWS OF THE WEEK

Probes on TV Networks May Ease as Toll TV Steps Up . . .
Investigation of network practices may ease off as Senate committees and governmental agencies gird to face the "new menace" toll-TV . . . . Page 2

Stations Are Prime Movers In Sales of New Vidfilm Series . . .
Healthy syndication market for new shows is caused by station willingness to pay the premium prices of vidfilms whose production budgets have been upped beyond $30,000 to deliver added values of stars, locations, new themes . . . . Page 6

1957 Spotlights Cleffer-Pub Copyright-Renewal Problems . . .
The year 1957 is most likely to be remembered as a year of copyright renewal problems for the songwriter-music publisher fraternity. New instances of a lack of understanding of the field continue to crop up, while the broad area of renewal rights ownership tends to lean more in the direction of the courts for clarification . . . . Page 14

Golden Records In Low Price Bid: Features Bargain Disks by Crosby
Simon & Schuster's Golden Records is entering the low-priced LP field this month with 12-inch children's records priced at $1.98 and $2.98. Latter group will carry the first bargain disks made by Bing Crosby . . . . Page 11

DEPARTMENTS AND FEATURES

Amusement Games	9[illegible]	Music Pop Charts	
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Coin Machine Market	9[illegible]	Pipes	[illegible]
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Final Curtain	[illegible]	Rinks	67
General Outdoor	6[illegible]	Routes	65
Letter List	82	Television	2
Merchandise	7[illegible]	TV Film	7
Music	11	TV, TV Film Reviews	10
Music Machines	8[illegible]	Vending Machines	8[illegible]

Biogs Link Old and New

CHICAGO — Buffalo Bill and [illegible] take steps backward [illegible] and forward into the [illegible] today's kids and TV watchers [illegible]

On [illegible] the first biography of [illegible] circus feature, showman and movie star Tom Mix will be published by Prentice-Hall. The [illegible] serve to familiarize [illegible] the Western [illegible] of [illegible] time.

The [illegible] will see Random House add a book, "Buffalo Bill's [illegible] Wild West Show" by Walter Havighurst, to the shelf of volumes about Cody. This one is different [illegible] it is aimed at children, [illegible] the Landmark Series and it is about [illegible] show days, a phase [illegible] touched lightly by his earlier biographers.

Paper Records Play Key Part

NEW YORK—A key facet of promotion via records is the paper record, which plays an important role in the premium field.

The paper record business is frequently confronted by unusual production problems. For instance, Phonocards owned by Bing Crosby, recently produced a kiddie disk for Borden's Ice Cream. The record had to double as the top of a carton, and be able to withstand freezing temperatures and moisture.

TELEVISION PROGRAMMING

SOMETHING ELSE TO STUDY

Government Toll TV Probe May Weaken Drive Vs. Nets

By MILDRED HALL

WASHINGTON — Odds are lengthening on the Hill that when the lawmakers return in January, the anticipated drive against network practices may lose momentum in view of a newer danger — toll TV.

Reports on much criticized net practices have been promised the legislators by the Department of Justice and the Barrows' Network Study. These may lose weight as TV probers, like Representative Celler of House Antitrust, Harris of House Commerce Committee, Senators Thurmond, Potter and Lausche of the Senate Commerce Committee, gird to fight a bigger dragon.

These members of the Hill have stated flatly that toll TV could swallow free TV, and could result in a monopoly far more fatal than that ascribed to the networks in free TV. Senator Potter has even said he believes nets do not have the stranglehold on American television that they are accused of.

Nevertheless, network legalists are girding for battle to protect net practices like option time and must buy that could come under considerable fire in the January session. The alleged tie-in of net program and time sales, and net participation in independent programming, were made much of in both House and Senate reports by TV probers. They are known to be under minute study by both the Barrows Network group and the Justice Department.

Program Angle

Even if legislators become somewhat hesitant because of the toll threat, nets could be vulnerable along programming lines. None of the nets claimed that program production or participation was essential to its operation. On the contrary, heavy losses were suffered by nets in connection with program ventures. The Justice Department might move to pry the networks clear of program production, if it decides there is too close a parallel here to the movie exhibitor-producer tie-ins outlawed by a department consent decree.

The more hopeful outlook for nets' defense of must-buy and option-time practices stems from the contrast between committee reports blasting monopolistic net practices last spring and recent warnings from one committee chairman that toll TV might "drive free network television, as we know it, from the airwaves." Antitrust Chairman Celler noted that the "unparalleled built-in potential of the toll" take could pull talent and programming genius away from free sponsored shows and also put an end to public service network programming.

Even if the Federal Communications Commission eventually okays a trial for broadcast pay TV and waits for Congressional action as it has been commanded to do by Celler and Harris, the danger of wired pay TV still threatens the networks. It was pointed out by FCC Commissioner Craven that wired box-office programming may burgeon to such a size that television itself could be lost to broadcasters. It could be absorbed by a combination of AT&T and purveyors of box-office fare, filmed or live, he pointed out.

Part of the horrid prophecy worrying legislators is that networks might themselves eventually go into the pay service.

In warning FCC Chairman Doerfer against a trial for toll, Celler said that nets might even sell out their big owned stations bulwark of network profits under the sponsor system. Nets have been denounced roundly for those profits at both Senate and House hearings and much has been made of the possibility that they should own fewer stations or none at all.

Even worse, in the eyes of broadcasters and some lawmakers, is the possibility that wired pay TV may go into sponsored programming, taking big advertisers out from under free TV. Pay TV owners could then take over television broadcasting in toto, it has been pointed out.

It is doubtful if the "restrictive" network practices scored on the Hill for the past several years can go scott free, but caution will undoubtedly be the order of the day in January, particularly if closed-circuit pay TV makes its promised effort to put on a good show during the coming months. Legislators may pause before considering anything drastic in pulling out what networks claim are essential props even with only wired pay TV as the prospective rival.

The newest and biggest splash in TV investigation was to have been made by the long-awaited Barrows report. The major premise of that report was to find out what opportunity existed for improved competition among the present nets — and what chance there was for "multiple networks."

The premise fades a little in the face of a possibility that pay TV forces could mean the end of even the existing networks, as Celler has pointed out. The argument is made that if toll TV—wired or otherwise—siphons program sources and top talent to make good its claims of toprate fare—there would not be enough left to win big advertising money for free TV shows of any dimension.

The FCC itself could become as

Continued on page 10

FOUR ON THREE SHOWS

ABC Enjoys Rash Of Sales Activities

NEW YORK — ABC-TV had a flurry of sales activity last week with "West Point" sold to Carter Corporation, renewal by American Chicle of "Country Music Jubilee" and sale of two segments of "Do You Trust Your Wife?" to Firestone.

The Ziv-TV adventure series, retitled "West Point Story," has been slotted Tuesdays, 10-10:30 p.m. with Carter advertising Rise shaving cream and Philips advertising Van Heusen shirts and ties. It is reportedly the first network nighttime buy made by Philips.

"Country Music" will continue in its Saturday 10-10:30 p.m. time period until a probable expansion around October to an hour-long format in the Saturday 8-9 p.m. slot. A recapture clause in all spot advertiser contracts for the open half of the variety stanza would still allow the web to proceed with tentative plans for a new Saturday night entry.

Firestone had placed an order with ABC for a quarter hour of "Lucky Lady" for its Foamex mattresses. When the web switched "Lady" to the shelf in favor of "Wife" as a 4:30-5 p.m. strip, Firestone execs thought the pairing of product and show title was unfortunate. But they decided last week to brave columnists' jokes and buy two segments of the strip.

Strong sponsor interest in "Masquerade Party" was indicated by ABC spokesmen as a Monday 7:30-8 or Saturday 10-10:30 p.m. entry. The Wolf Associates panel show winds up its summer period on NBC-TV in two weeks.

TvB Campaign to Tell of Business With Plugs, News

CHICAGO — The Television Bureau of Advertising has announced a "two way plan" of telling the television business story on TV in the form of commercials and news bulletins.

The video campaign will be built around a monthly theme such as "TV, a member of the family," "TV, a member of the community" and "TV, a passport to everywhere." TvB has set its annual membership meeting for November 22, here.

'Treasure' Off To Good Start

NEW YORK — CBS-TV's two new daytime shows, "Treasure Hunt" got off to a faster start than the Arlene Francis show. The week of August 12, the debut week, the average Trendex share of audience for "Treasure Hunt," which occupies the 10:30-11 strip, was 34 per cent.

Arlene Francis, who is slotted in the previous half hour strip, got a 21 per cent share of audience. "Hunt" really cut into the share of Peter Lind Hayes, the Arthur Godfrey replacement being topped only by four percentage points.

Heinz Hunts New Program

NEW YORK—The H. J. Heinz Company is looking for another property. The sponsor's three-year run with "Captain Gallant" in the Saturday 11:30-12 noon time slot on NBC-TV ends in December and the feeling is that a change might be salutary, because of the job the show has already done for the client. Maxon is the agency. "Gallant" will probably be thrown into syndication by Television Programs of America, the owner of the vidfilm series.

NBC Makes Daytime Sales

NEW YORK — NBC-TV last week wrapped up a number of daytime sales. Slenderella made its network sponsorship debut by purchasing an alternate quarter hour of "Queen for a Day," Wednesday 4-4:15 beginning September 11 for 26 weeks.

Lehn & Fink for Lysol bought an alternate quarter hour of both "Truth or Consequences" and "Bride and Groom."

Co-Op Due on Some Night Web Shows

NEW YORK—Indications are that local stations will have a large number of important nighttime network shows available for co-op sales this coming season. The latest show in the wind is the fact that CBS-TV has talked about co-op on "Leave It to Beaver," Friday 7:30-8 p.m., a show already purchased on alternate weeks by the typewriter division of Remington-Rand.

There are also several shows available for co-op by both NBC-TV and ABC-TV. Among the properties which may take the co-op trail at NBC are "Life of Riley," Friday 8:30-9 p.m. to be sponsored on alternate weeks by Lever Bros.; "The Californians," Tuesday 10-10:30, with Singer sewing machine the alternate sponsor.

Among the shows that ABC may be able to offer are "Jim Bowie," Friday 8-8:30, and "Sugarfoot," alternate Tuesdays 7:30-8:30 p.m. American Chicle sponsors half of both these programs. Another program expected to go co-op is "Country Music Jubilee," which will be programmed Saturday 8-9 p.m.

Skiatron Maps Baseball Plans

SAN FRANCISCO — Skiatron will most likely bypass the home viewer in its bid to cash in on the first season of the San Francisco Giants here in 1958. The firm is considering the installation of wire TV in bars, hotels and taverns because it does not believe it can build the home audience up quickly enough in 1958 to derive sufficient revenue.

The question, of course, is whether this method of pay TV could provide as much money as free TV, a decision that the Giants will have to make if they accept the Skiatron plans.

Mrs. Luce to Host 'Diplomat'

NEW YORK — Clare Booth Luce has agreed to act as hostess of a new vidfilm series to be produced by CBS-TV Film Sales and titled "The Diplomat," to be presented with the full approval and co-operation of the United States Department of State. The program will consist of stories of our foreign service.

Executive producer of the top-budgeted series will be Leslie Harris. Production will begin shortly.

'Colonies' Pix Star Bygreaves

LONDON—Jack Jacobsen has completed a pilot of "My War With the Colonies," a situation comedy starring Max Bygreaves, one of England's top comics who appeared in New York with Judy Garland in 1953. The proposed series, which Jacobsen is co-producing with Associated British, it will handle British sales, deals with the American adventures of a chauvinistic Englishman who does not recognize the Revolution.

Character Merch. To Handle Items For Ziv 'Harbor'

NEW YORK—Character Merchandising of New York has been named by Ziv TV to develop kids' items for "Harbor Command," both for retail sale and premium-price use. A four-foot fireboat shooting water will kick off the inventory.

Character Merchandising currently handles Ziv's "Highway Patrol," whose clothing and game items were released to stores this summer.

NBC-TV Ups 3 Program Execs

NEW YORK — NBC-TV last week promoted three executives on its network programming staff. Alan Courtney, one of the production toppers on the Steve Allen show, has been named director of programming. Carl Lindemann will become director of daytime, and Tom Loeb, director of specials. They will report to Bob Lewine, veepee in charge of network programs.

CBS Gets Rights To 'Guestward Ho'

NEW YORK—CBS-TV recently has gotten the rights to "Guestward Ho," the Patrick Dennis-Barbara Hooton best-selling novel.

The story is about a ranch in Las Vegas. It is being prepared for a pilot film.

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WNBQ Maps WBBM Attack At 10-11 P.M.

CHICAGO—WNBQ last week announced [illegible]rmation of a long-brewing shake-up of its 10 to 11 p.m. line-up in a move to forestall WBBM-TV's growing dominance of the hour.

The station's eight-year-old array of news, weather, sports and household comment segs clear out of the first half hour, making way for the slotting of top-rated, first-run syndicated films Monday to Thursday. Fridays, Jack Eigen will bring in his live interview show, now aired Tuesdays at 10:30.

Film features will be "Death Valley Days" on Mondays; "Studio 57" Tuesdays; "Sheriff of Cochise" Wednesdays, and a Thursday string still to be set.

Then the veteran night-time line-up will take over at 10:30 with three new faces added, those of Clifton and Frayne Utley and Len O'Connor, all on news. O'Connor, who heretofore has handled local news cutaways on "Today," kicks off the time block at 10:30 for

(Continued on page 5)

NEW YORK — The American Machine & Foundry Company will co-produce as well as sponsor "Bowling Stars," a half-hour film series to be seen Sundays, 8:30-9 p.m., over ABC-TV. Matt Niesen will co-produce from his Faetz-Niesen Recreation Center in Chicago, where the 26 shows will be filmed beginning immediately. Format will have 13 bowlers in competition for cash prizes.

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INDUSTRY PICKS YULETIDE GIFTS

NEW YORK—The traditional fifth of Scotch will suffer a decline this year in Christmas giving, judging from the number of industry execs poking thru the Fancy Food & Confectionary Exhibit at the Sheraton-Astor here last week. Baskets of delicacies were the No. 1 seller, distributors taking TV and ad agency orders on the spot. Another big drawing card: Insects fried and dried, an Oriental specialty. Fortunately, there was only one interested customer for that item, ABC Film Syndication's Leo Francis.

'Projection 58' By NBC News

NEW YORK — The NBC-TV news department will program "Projection 58" as one of the major arrows in its quiver during the 1957-58 season. The hour or hour-and-a-half program, which is to be telecast on December 29, will devote most of the show to prognostications based on events of 1957. No time period has been selected.

Acting as anchor man will be Dave Brinkley from Washington. He will be aided by 10 top-flight NBC newsmen called in from around the world. They will include Chet Huntley, Joseph C. Harsc, John Chancellor, Frank Bourgholtzer, Martin Agronsky, Welles Haogen, Leif Eid, Irving R. Levine, James Robinson and Robert McCormick. The program will use film wherever possible to illustrate important past events. William R. McAndrew, director of news for NBC, has a number of other important projects in work.

NEW YORK — Simon Siegel, treasurer of ABC-TV and American Broadcasting-Paramount Theaters, will be named financial veepee of AB-PT this week, in another expansion of his duties and authority.

Siegel was recently also named co-ordinator for ABC's owned-and-operated stations.

NIPS FLIP OVER TV

Television Has Hottest Impact On Japanese Since Days of Perry

• Continued from page 1

"A variety show, like that of 'Sleepy Mats moto,' a sort of Japanese Steve Allen, may be sponsored by Toyota cars. However, during an act, there will suddenly crawl up the screen, like the closing credits of a big U. S. drama show, a silent spot commercial for a leading cigarette or toothpaste. Meanwhile, the act keeps going. "Oddly, the Japanese audiences don't object," Parker says.

Since Japanese do little entertaining in their homes and love to go out, TV sets are everywhere in public places, Parker notes. But, there's a growing home audience, too, with antennas sprouting like bamboo shoots. "A TV set is now synonymous with 'gaining face'," Parker explains. "Families will save for months to buy a set which averages 78,000 Yen, or about $235. Owning a TV set ranks with owning a car or your own teahouse."

There is a huge—and growing—talent pool. "Show business is riding the crest of a wave in Japan," says Parker. "TV has been instrumental in developing stars like Kasuya Kosaka, a Japanese Elvis Presley complete with sideburns, hillbilly groups like the 'Tokyo Smoky Mountain Boys,' and in popularizing the Tokyo Symphony under Kumi Itachi, a sort of Japanese Arturo Toscanini. Every big nightclub now puts on enormous shows like the Folies Bergere to keep pace with the TV spectaculars."

The Japanese, Parker observed, love TV dramas—particularly if they are love stories with the saddest of endings or wild races with slapstick endings. "They don't dig American telefilm situation comedy, but they love fast action shows and Westerns, or shows with lots of spectacle."

Japan is also a potential location area for American telefilming with "a built-in gold mine," Parker concludes. "A half-hour film series with an American star, director and script, that would cost $40,000 and up in Hollywood, can be lensed in color in Japan with the best technicians for $27,000 or less. And, sale of the property, dubbed version, to Japanese TV will bring a return that will cover all the below-the-line costs."

REVLON CASE

Panel Vs. Quiz TV Definition Due Soon

NEW YORK — The exact demarcation line between TV "quiz" packages and "panel" shows may be drawn clearly in court this season, as the result of the hazzle brewing between Revlon and Entertainment Productions, Inc., over the "exclusivity" of emsee Hal March's services on "64,000 Question."

Having viewed the kine trial run of EPI's new "What's For?" show—a sort of "I've Got a Secret" concerning off-beat inveotions — Revlon's attorneys are now drawing up their briefs against the production firm, which is meanwhile busily drawing its own.

Revlon's position, according to George Abrams, vice-president and ad chief, is that the show is so similar in basic appeal, style and production to "Question" that it infringes on the "quiz" exclusive Revlon execs hold on March's services. EPI, which packages both shows, feels that one is a "quiz," the other is a "panel" format, and there's no conflict. Now, it's a matter for legal, not TV, channels.

Odds on Pilot Films' Success in Selling

HOLLYWOOD—What are today's track odds of sales success for the vidfilm producer making the rounds of the agency circuit with a pilot film under his arm?

Agency buying may shift drastically later in the season as audience preferences become apparent, but the situation, based on the 1957 record of sales of pilots lensed this year, shapes thus:

Crime and mystery shows, currently present an almost even chance for sale, since 46 per cent of the pilots in this category actually produced have scored network or major syndication sales and have gone into production, a special study by The Billboard reveals.

By comparison, the odds are now stacked against the seller of an action-adventure series, a complete [illegible] on the situation only two seasons ago altho this may change. Today, with 31 pilots of this gender filmed and offered, only four have scored major sales so far, giving odds against the producer of about one in eight.

Westerns — as the fall line-ups certainly prove so far—fared well in the recent sales season. The odds for the [illegible] seller are now a bit better than one out of three, with 37 per cent of the 27 oater pilots finding an agency stable.

Musicals, altho fewer were shot this season, established the identical odds, with three out of eight music pilot films bagging clients, a score of 37 per cent.

Anthologies in the vidfilm field present almost the same chances—exactly one out of three—as musicals and Westerns today, with two anthologies sold from the six pilots of this type lensed. This is a far cry from three seasons ago, when the anthology pilot was a hot sales item at agencies, but a counter-trend might develop later this season.

Even further down the line is the comedy pilot film, on which a producer's chances are now exactly one out of four — a sharp change from only two seasons ago when his chances were virtually even.

In the over-all picture, 30 per cent of the 147 pilots shot this season have found network or sponsor sales, maintaining a 1 to 5 ratio of sales to production. Additionally, 16 shows—or 11 per cent—are in a state of abeyance, being held for future sale or production despite lack of sale.

Thurmond Bill Bans Pay TV

WASHINGTON—Hearings on the Thurmond Bill to prohibit broadcast toll TV may be held by the Senate Commerce Committee in January. The prediction was made by Committeeman Potter in the course of his recent anti-toll remarks to the Senate. Commerce Committee Members Lausche and Thurmond heartily endorsed the idea.

In addition to the three Commerce Committee members who spoke against the pay service, Sen. Spessard Holland said toll TV would put movie exhibitors out of business across the country. Potter agreed with Holland that pay TV would mean the "destruction of most of the motion picture industry," already hard-pressed by free TV. All the members of the anti-toll quartet agreed that pay would black out free TV.

The Commerce Committee held hearings on toll TV in the spring of 1956, but could reach no agreement on the recommendation of Special Counsel Kenneth Cox, that the Federal Communications Commission grant a full dress trial for the pay service. The unreleased report leaked to the press but still in "confidential" status in a committee drawer, could come up for discussion in new hearings. Other committee spokesmen note that toll will be discussed when the FCC members report to their parent Commerce Committee in January, but have doubts on whether hearings will be held on the Thurmond Bill as such.

FIRST USE

CBS Tapes Bob Crosby Show Pilot

HOLLYWOOD—First use of video tape in production of a pilot has been made by CBS-TV in conjunction with the lensing of an audition kinescope for the new Bob Crosby nighttime show.

The Crosby program was recorded on tape simultaneously with its kinescoping, according to CBS programming vice-president, Al Scalpone. This made it possible for the producers to see immediately what the recorded scene looked like.

The kinescope and not the tape will, of course, be used in showings to sponsors since there is as yet no practical way in which to edit the tape, and, on the prototype models, it must be played back on the same head on which it was recorded. Even when production models become available this winter (purportedly with limited editing ability) their cost and scarcity will probably make taping of pilots impractical for some time to come.

The use of tape in this manner is, nevertheless, another important step towards the coming age of VTR. It's been predicted all along that one of the uses of tape will be for immediate playback of material being recorded simultaneously on film.

Appearing with Crosby on the show are Jaye P. Morgan, Tommy Sands and the Hi-Los.

Rangers Now Ride on Sun.

NEW YORK — ABC-TV has moved "Tales of the Texas Rangers" and "The Lone Ranger" from the 5-6 p.m. berth on Saturdays to the same slot on Sundays, where they join the new Paul Winchell stanza in a block of kids' shows. The switch leaves the Saturday time open for an adult or men's show to follow "All-Star Golf" in the 4-5 p.m. slot.

"Tales" in the 5-5:30 time, is sponsored by the Sweet Company and Flav-R-Straws. "Ranger" has General Mills as an alternate week sponsor in the 5:30-6 time.

NBC News to Give Coverage on Civil Rights Situation

NEW YORK—The NBC News Department will give extensive coverage to the civil rights situation via remotes. It is sending Nat Kapilow, of its Washington bureau, into the trouble spots of the South—South Carolina, Georgia, Alabama, Mississippi and Louisiana—to get a first-hand bird's-eye view.

His reports will be cut in to the network's evening news strip via remotes from the web's key affiliates in the deep South.

Theater Chains Talk Franchise With Telemeter

NEW YORK — International Telemeter is "in discussion" with the nation's nine largest theater chains, including American Broadcasting-Paramount Theaters, for the granting of toll TV franchises. "Exhibitors, opposed to pay-as-you-see TV at first, have indicated clearly their desire to get in on the ground floor," said Barney Balaban, president of Telemeter's parent company, Paramount Pictures, last week.

"What started as a promotion campaign has become a race to meet the demand, with almost 100 applications for franchises already received, representing theaters with half the national movie gross," declared Lou Novins, Telemeter veepee. "The National Association of Pro Baseball Leagues has agreed to give its minor league games, the Hollywood majors will allot first run features, and opera, ballet and theater companies will stage live performances."

AB-PT, tho publicly opposed to toll TV, is forced to bid for franchises, a telemeter spokesman said, because Stanley Warner, Skouras, Loew's, RKO, Fabian, Century, Butterfield and the other big chains have done so. This self-protection may find one subsidiary of AB-PT in direct competition with another—ABC-TV.

"The pay channels can function at local TV stations during hours when no pay show is scheduled, with sponsors buying local time," said Novins. "The larger market would have up to three new channels, the smaller ones new channel available for viewers."

Pabst Seeks 5-Mart Show

NEW YORK — Pabst Beer [illegible] spot [illegible] sponsorship to begin [illegible]. The brewing company [illegible] of its [illegible] and is obviously interested in [illegible] sales in those areas rather than buying full network.

This, of course was the reason for the interest in Sylvester (Pat) Weaver's nighttime low cost dance program, one of the shows which will be considered.

'Catch a Star' TV Drama for Films

NEW YORK—"Catch a Falling Star," a drama scripted by Young & Rubicam exec Dave Levy and telecast on the Robert Montgomery summer stock series last August, will be made into a feature film for theatrical release this winter.

Charles Drake, actor who played the lead in the TV version, will produce the picture to be shot here with United Artists release.

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COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

By Program Type:
General Drama Shows
Comedy Shows

Computed by Univac and based on July TV audience measurements of AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the monthly cost efficiency of Class A time network programs, compared by program type and sponsor group and broken down by audience composition.

Each program's cost figures represent the sponsor's actual cost for reaching 1,000 TV homes, men, women or children, per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes, and then by the total number of homes, men, women and children under 16 reached during the last rating period, as determined by American Research Bureau. Actual time and talent costs, provided to The Billboard on a confidential basis, are average time costs over a 52-week period.

Since many factors other than cost efficiency are involved in determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

GENERAL DRAMA SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., $4.33; ABC Avg., $4.58; CBS Avg., $3.82; NBC Avg., $4.41

1.	STUDIO ONE (Westinghouse, CBS)	$1.84
2.	SPOTLIGHT PLAY (Pet, S. C. Johnson, CBS)	2.60
3.	LUX VIDEO (Lever, NBC)	3.04
4.	UNDERCURRENT (P&G, Brown & W'mson, CBS)	3.29
5.	G. E. THEATER (Gen. Elec., CBS)	3.30
6.	GOODYEAR (Goodyear, NBC)	3.35
7.	KRAFT THEATER (Nat'l Dairy, NBC)	3.56
8.	THE MILLIONAIRE (Colgate, CBS)	3.65
9.	SRO PLAY (Am. Home Prod., N. Curtis, CBS)	3.71
10.	SUMMER PLAYHOUSE (Armstrong Cork, NBC)	3.73
11.	ALCOA (Aluminum Co., NBC)	3.76
12.	SCHLITZ PLAY (Schlitz, CBS)	3.77
13.	PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist. Myers, CBS)	3.90
14.	DESTINY (Gen. Foods, Ford, CBS)	4.27
15.	CROSSROADS (Gen. Motors, ABC)	4.32
16.	20TH CENTURY FOX (Revlon, U. S. Steel, CBS)	4.48
17.	SHOW FOR SUMMER EVE (Amer. Tob., NBC)	4.58
18.	TELEPHONE TIME (Bell, ABC)	5.22
19.	MOMENT OF DECISION (Ford, ABC)	5.45
20.	ENCORE THEATER (Armour, Quaker, NBC)	5.98
21.	YOU ARE THERE (Prudential, CBS)	7.24
22.	KEY CLUB PLAY (Mogen David, ABC)	7.34
23.	FESTIVAL OF STARS (Purex, Speidel, NBC)	8.07

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., $5.71; ABC Avg., $7.81; CBS Avg., $4.98; NBC Avg., $5.11

1.	STUDIO ONE (Westinghouse, CBS)	$2.41
2.	G. E. THEATER (Gen. Elec., CBS)	3.74
3.	ALCOA (Aluminum Co., NBC)	3.93
4.	GOODYEAR (Goodyear, NBC)	3.94
5.	SPOTLIGHT PLAY (Pet, S. C. Johnson, CBS)	3.97
6.	LUX VIDEO (Lever, NBC)	4.20
7.	KRAFT THEATER (Nat'l Dairy, NBC)	4.46
8.	THE MILLIONAIRE (Colgate, CBS)	4.54
9.	PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist. Myers, CBS)	4.60
10.	UNDERCURRENT (P&G, Brown & W'mson, CBS)	4.70
11.	SRO PLAY (Am. Home Prod., N. Curtis, CBS)	4.74
12.	SCHLITZ PLAY (Schlitz, CBS)	5.06
13.	SUMMER PLAY (Armstrong Cork, NBC)	5.41
14.	20TH CENTURY-FOX (Revlon, U. S. Steel, CBS)	6.15
15.	DESTINY (Gen. Foods, Ford, CBS)	6.22
15.	CROSSROADS (Gen. Motors, ABC)	6.22
17.	TELEPHONE TIME (Bell, ABC)	6.29
18.	MOMENT OF DECISION (Ford, ABC)	6.48
19.	SHOW FOR SUMMER EVE (Amer. Tob., NBC)	7.13
20.	ENCORE THEATER (Armour, Quaker, NBC)	7.55
21.	YOU ARE THERE (Prudential, CBS)	8.63
22.	KEY CLUB PLAY (Mogen David, ABC)	11.05
23.	FESTIVAL OF STARS (Purex, Speidel, NBC)	11.11

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., $4.18; ABC Avg., $4.96; CBS Avg., 3.40; NBC Avg., $4.01

1.	STUDIO ONE (Westinghouse, CBS)	$1.62
2.	SPOTLIGHT PLAY (Pet, S. C. Johnson, CBS)	2.31
3.	LUX VIDEO (Lever, NBC)	2.63
4.	GOODYEAR (Goodyear, NBC)	2.68
5.	G. E. THEATER (Gen. Elec., CBS)	2.89
6.	KRAFT THEATER (Nat'l Dairy, NBC)	2.97
7.	ALCOA (Aluminum Co., NBC)	3.07
8.	THE MILLIONAIRE (Colgate, CBS)	3.12
9.	SCHLITZ PLAY (Schlitz, CBS)	3.23
10.	SRO PLAY (Am. Home Prod., N. Curtis, CBS)	3.47
11.	PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist Myers, CBS)	3.55
12.	SUMMER PLAY (Armstrong Cork, NBC)	3.69
13.	UNDERCURRENT (P&G, Brown & W'mson, CBS)	3.74
14.	CROSSROADS (Gen. Motors, ABC)	3.96
15.	DESTINY (Gen. Foods, Ford, CBS)	4.01
16.	20TH CENTURY FOX (Revlon, U. S. Steel, CBS)	4.23
17.	SHOW FOR SUMMER EVE (Amer. Tob., NBC)	4.47
18.	TELEPHONE TIME (Bell, ABC)	5.22
19.	ENCORE THEATER (Armour, Quaker, NBC)	5.58
20.	MOMENT OF DECISION (Ford, ABC)	5.62
21.	FESTIVAL OF STARS (Purex, Speidel, NBC)	7.56
22.	ARE YOU THERE (Prudential, CBS)	8.39
23.	KEY CLUB PLAY (Mogen David, ABC)	9.12

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., $8.56; ABC Avg., $8.92; CBS Avg., $6.97; NBC Avg., $10.36

1.	STUDIO ONE (Westinghouse, CBS)	$4.42
2.	SPOTLIGHT PLAY (Pet, S. C. Johnson, CBS)	4.63
3.	SRO PLAY (Am. Home Prods., N. Curtis, CBS)	4.91
4.	G. E. THEATER (Gen. Elec., CBS)	5.79
5.	THE MILLIONAIRE (Colgate, CBS)	5.86
6.	CROSSROADS (Gen. Motors, ABC)	6.22
7.	SUMMER PLAY (Armstrong Cork, NBC)	6.24
8.	SCHLITZ PLAY (Schlitz, CBS)	6.60
9.	DESTINY (Gen. Foods, Ford, CBS)	6.94
10.	MOMENT OF DECISION (Ford, ABC)	7.37
11.	PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist-Myers, CBS)	7.45
12.	UNDERCURRENT (P&G, Brown & W'mson, CBS)	7.84
13.	ALCOA (Aluminum Co., NBC)	7.86
14.	LUX VIDEO (Lever, NBC)	7.91
15.	GOODYEAR (Goodyear, NBC)	8.39
16.	TELEPHONE TIME (Bell, ABC)	8.56
17.	KRAFT THEATER (Nat'l Dairy, NBC)	10.[illegible]2
18.	20TH CENTURY FOX (Revlon, U. S. STEEL, CBS)	10.69
19.	YOU ARE THERE (Prudential, CBS)	11.50
20.	ENCORE THEATER (Armour, Quaker, NBC)	12.85
21.	SHOW FOR SUMMER EVE (Amer. Tob., NBC)	13.42
22.	KEY CLUB PLAY (Mogen David, ABC)	[illegible]
23.	FESTIVAL OF STARS (Purex, Speidel, NBC)	16.93

COMEDY SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., $3.55; ABC Avg., $4.40; CBS Avg., $4.53; NBC Avg., $4.51

1.	WHITING GIRLS (Max Factor, Gen. Foods, CBS)	$3.75
1.	FATHER KNOWS BEST (Scott, NBC)	3.57
3.	OZZIE & HARRIET (East. Kodak, NBC)	3.94
4.	BOB CUMMINGS (R. J. Reynolds, Colgate, CBS)	4.10
5.	BURNS & ALLEN (Goodrich, Carnation, CBS)	4.31
6.	PEOPLE'S CHOICE (Borden, P&G, NBC)	4.34
7.	PHIL SILVERS (P&G, R. J. Reynolds, CBS)	4.47
8.	OH! SUSANNA (H. Curtis, Nestle, CBS)	5.10
9.	MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	5.23
10.	PRIVATE SECY. (Sheaffer, Lever, CBS)	5.90
11.	MY FAVORITE HUSBAND (Amer. Tob., CBS)	5.95
12.	LIFE OF RILEY (Lever, NBC)	6.63
13.	DATE WITH ANGELS (Chrysler, ABC)	6.68
14.	CHARLES FARRELL (Lever, Whitehall, NBC)	7.41
15.	BLONDIE (Toni, Nestle, NBC)	8.11
16.	DANNY THOMAS (Kimberly-Clark, Armour, ABC)	9.46

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., $8.52; ABC Avg., $15.08; CBS Avg., $7.20; NBC Avg., $9.38

1.	FATHER KNOWS BEST (Scott, NBC)	$5.32
2.	OZZIE & HARRIET (East. Kodak, ABC)	5.38
3.	PHIL SILVERS (P&G, R. J. Reynolds, CBS)	5.39
4.	PEOPLE'S CHOICE (Borden, P&G, NBC)	5.94
5.	WHITING GIRLS (Max Factor, Gen. Foods, CBS)	6.20
6.	BURNS & ALLEN (Goodrich, Carnation, CBS)	6.66
7.	BOB CUMMINGS (R. J. Reynolds, Colgate, CBS)	6.77
8.	OH! SUSANNA (H. Curtis, Nestle, CBS)	7.63
9.	MY FAVORITE HUSBAND (Amer. Tob., CBS)	8.41
10.	MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	8.45
11.	LIFE OF RILEY (Lever, NBC)	9.34
12.	PRIVATE SECY. (Sheaffer, Lever, CBS)	9.58
13.	DATE WITH ANGELS (Chrysler, ABC)	9.86
14.	CHARLES FARRELL (Lever, Whitehall, NBC)	10.99
15.	DANNY THOMAS (Kimberly-Clark, Armour, ABC)	15.01
16.	BLONDIE (Toni, Nestle, NBC)	15.31

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., $5.64; ABC Avg., $4.66; CBS Avg., $4.72; NBC Avg., $4.51

1.	WHITING GIRLS (Max Factor, Gen. Foods, CBS)	$3.17
2.	FATHER KNOWS BEST (Scott, NBC)	3.23
3.	OZZIE & HARRIET (East. Kodak, ABC)	3.63
4.	PEOPLE'S CHOICE (Borden, P&G, NBC)	4.15
5.	BURNS & ALLEN (Goodrich, Carnation, CBS)	4.20
6.	BOB CUMMINGS (R. J. Reynolds, Colgate, CBS)	4.23
7.	PHIL SILVERS (P&G, R. J. Reynolds, CBS)	4.83
8.	OH! SUSANNA (H. Curtis, Nestle, CBS)	5.01
9.	PRIVATE SECY. (Sheaffer, Lever, CBS)	5.16
10.	MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	5.36
11.	MY FAVORITE HUSBAND (Amer. Tob., CBS)	5.81
12.	DATE WITH ANGELS (Chrysler, ABC)	6.73
13.	LIFE OF RILEY (Lever, NBC)	6.81
14.	CHARLES FARRELL (Lever, Whitehall, NBC)	8.19
15.	BLONDIE (Toni, Nestle, NBC)	9.57
16.	DANNY THOMAS (Kimberly-Clark, Armour, ABC)	9.62

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., $7.84; ABC Avg., $7.91; CBS Avg., $7.83; NBC Avg., $6.53

1.	OH! SUSANNA (H. Curtis, Nestle, CBS)	$4.[illegible]7
2.	OZZIE & HARRIET (East. Kodak, ABC)	4.40
3.	WHITING GIRLS (Max Factor, Gen. Foods, CBS)	4.45
4.	BOB CUMMINGS (R. J. Reynolds, Colgate, CBS)	4.84
5.	PEOPLE'S CHOICE (Borden, P&G, NBC)	5.[illegible]9
6.	FATHER KNOWS BEST (Scott, NBC)	5.[illegible]3
7.	BLONDIE (Toni, Nestle, NBC)	6.[illegible]8
8.	PHIL SILVERS (P&G, R. J. Reynolds, CBS)	6.55
9.	MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	6.66
10.	LIFE OF RILEY (Lever, NBC)	[illegible]
11.	BURNS & ALLEN (Goodrich, Carnation, CBS)	[illegible]3
12.	CHARLES FARRELL (Lever, Whitehall, NBC)	8.51
13.	MY FAVORITE HUSBAND (Amer. Tob., CBS)	8.41
14.	DATE WITH ANGELS (Chrysler, ABC)	8.90
15.	DANNY THOMAS (Kimberly-Clark, Armour, ABC)	[illegible]43
16.	PRIVATE SECY. (Sheaffer, Lever, CBS)	[illegible]

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COMING COST PER THOUSAND ANALYSES: Next Week: Variety and Music Shows, Quiz and Panel Shows.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

By Sponsor Group

Home, Building General Sponsor

Cigarette, Tobacco Sponsors

Computed by Univac and based on July TV audience measurements of AMERICAN RESEARCH BUREAU

[illegible] is the TV industry's only guide to the monthly cost efficiency of Class A time network programs compared by [illegible] type and sponsor group and broken down by [illegible]. [illegible] figures represent the sponsor's actual cost [illegible] 1,000 TV homes, men, women or children, per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allotted commercial minutes, and then by the total number of homes, men, women and children under 16 reached during the [illegible] rating period as determined by American Research Bureau. Actual time and talent costs, provided to The Billboard on a confidential basis, are average show costs over a [illegible] week period.

Since many factors other than cost efficiency are involved in determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

HOME, BUILDING, GENERAL SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., $4.58; ABC Avg., $5.10; CBS Avg., $4.42; NBC Avg., $4.41

1	[illegible] (Studio One, CBS)	$1.84
2	PAPERMATE (Caval. of Sports, NBC)	2.48
3	S. C. JOHNSON (Spotlight Play, CBS)	2.60
4	KIMBERLY-CLARK, RCA, SPERRY SUNBEAM (Julius La Rosa, NBC)	2.62
5	W'MSON, DICKIE (Country Music Jub., ABC)	3.16
6	GEN. ELEC. (G. E. Theater, CBS)	3.30
7	SCOTT (Father Knows Best, NBC)	3.37
8	KNOMARK (Masquerade Party, NBC)	3.64
9	ARMSTRONG CORK (Summer Play, NBC)	5.73
10	TONI (Godfrey's Scouts, CBS)	3.74
11	ALUMINUM CO. (Alcoa, NBC)	3.76
12	AMER. GAS (Playhouse 90, CBS)	5.90
13	EAST.-KODAK (Ozzie & Harriet, ABC)	3.94
14	U. S. RUBBER (Navy Log, ABC)	3.99
15	REYNOLDS METALS (Circus Boy, NBC)	4.19
16	GREYHOUND (Steve Allen, NBC)	4.37
17	U. S. STEEL (20th Century-Fox, CBS)	4.48
19	GEN. ELEC. ([illegible], ABC)	4.80
19.	GEN. ELEC. ([illegible], ABC)	5.14
20	BELL (Telephone Time, ABC)	5.22
21	TIME (Pantomime Quiz, CBS)	5.13
22	SYLVANIA (Buccaneers, CBS)	5.63
21	STATE FARM (Red Barber, NBC)	5.68
24	SHEAFFER (Private Secy, CBS)	5.90
23	AMER. CAN (NBC News, NBC)	6.40
26	PRUDENTIAL (You Are There, CBS)	7.24
27	SPEIDEL (Festival of Stars, NBC)	8.07
28	KIMBERLY-CLARK (Danny Thomas, ABC)	9.46

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., $6.01; ABC Avg., $6.79; CBS Avg., $6.00; NBC Avg., $5.52

1.	PAPERMATE (Caval. of Sports, NBC)	$2.08
2	W[illegible]	2.41
5.	KIMBERLY-CLARK, RCA, SPERRY SUNBEAM (Julius La Rosa, NBC)	3.26
4	W'MSON, DICKIE (Country Music Jub., ABC)	3.29
5.	GEN. ELEC. (G. E. Theater, CBS)	3.74
6	ALUMINUM CO. (Alcoa, NBC)	3.93
7.	S. C. JOHNSON (Spotlight Play, CBS)	5.97
8	GREYHOUND (Steve Allen, NBC)	4.46
9.	AMER. GAS (Playhouse 90, CBS)	4.60
10	U. S. RUBBER (Navy Log, ABC)	4.97
11.	TONI (Godfrey's Scouts, CBS)	5.21
12	SCOTT (Father Knows Best, NBC)	5.32
13.	KNOMARK (Masquerade Party, NBC)	5.35
14.	EAST.-KODAK (Ozzie & Harriet, ABC)	5.38
15.	ARMSTRONG CORK (Summer Play, NBC)	5.41
16	STATE FARM (Red Barber, NBC)	5.42
17.	REYNOLDS METALS (Circus Boy, NBC)	5.94
18	U. S. STEEL (20th Century-Fox, CBS)	6.15
19	GEN. ELEC. (Conflict, ABC)	6.20
20.	BELL TELEPHONE (Time, ABC)	6.29
21	GEN. ELEC. (Cheyenne, ABC)	6.35
22	SYLVANIA (Buccaneers, CBS)	7.68
23	TIME (Pantomime Quiz, CBS)	8.02
24	AMER. CAN (NBC News, NBC)	8.41
25	PRUDENTIAL (You Are There, CBS)	8.63
26.	SHEAFFER (Private Secy, CBS)	9.58
27.	SPEIDEL (Festival of Stars, NBC)	11.11
28	KIMBERLY-CLARK (Danny Thomas, ABC)	15.01

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., $4.65; ABC Avg., $5.86; CBS Avg., $4.39; NBC Avg., $4.64

1	WESTINGHOUSE (Studio One, CBS)	$1.62
2	KIMBERLY-CLARK, RCA SPERRY SUNBEAM (Julius La Rosa, NBC)	2.20
3.	S. C. JOHNSON (Spotlight Play, CBS)	2.31
4	W'MSON, DICKIE (Country Music Jub., ABC)	2.48
5	GEN. ELEC. (G. E. Theater, CBS)	2.89
6	ALUMINUM CO. (Alcoa, NBC)	3.07
7	TONI (Godfrey's Scouts, CBS)	3.23
7.	SCOTT (Father Knows Best, NBC)	3.23
9.	KNOMARK (Masquerade Party, NBC)	3.42
10	AMER. GAS (Playhouse 90, CBS)	3.55
11	GREYHOUND (Steve Allen, NBC)	5.37
12	EAST.-KODAK (Ozzie & Harriet, ABC)	3.63
13	ARMSTRONG CORK (Summer Play, NBC)	3.69
14	PAPERMATE (Caval. of Sports, NBC)	5.90
15	U. S. STEEL (20th Cent.-Fox, CBS)	4.23
16	GEN. ELEC. (Cheyenne, ABC)	4.68
17	U. S. RUBBER (Navy Log, ABC)	4.82
18.	GEN. ELEC. (Conflict, ABC)	4.93
19.	TIME (Pantomime Quiz, CBS)	5.16
20.	SHEAFFER (Private Sec'y, CBS)	5.16
21	BELL (Telephone Time, ABC)	5.22
22.	REYNOLDS METALS (Circus Boy, NBC)	5.28
23.	AMER. CAN (NBC News, NBC)	6.45
24.	SYLVANIA (Buccaneers, CBS)	7.41
25.	SPEIDEL (Festival of Stars, NBC)	7.56
26.	PRUDENTIAL (You Are There, CBS)	8.39
27	STATE FARM (Red Barber, NBC)	8.65
28.	KIMBERLY-CLARK (Danny Thomas, ABC)	8.62

COST PER 1,000 CHIDREN PER COMMERCIAL MINUTE

3-Net Avg., $9.06; ABC Avg., $6.41; CBS Avg., $9.19; NBC Avg., $11.53

1	REYNOLDS METALS (Circus Boy, NBC)	$2.91
2.	KIMBERLY-CLARK, RCA, SPERRY, SUNBEAM (Julius La Rosa, NBC)	3.51
3	WESTINGHOUSE (Studio One, CBS)	4.42
4	EAST.-KODAK (Ozzie & Harriet, ABC)	4.40
5.	U. S. RUBBER (Navy Log, ABC)	4.54
6	S. C. JOHNSON (Spot-Light Play, CBS)	4.63
7.	SYLVANIA (Buccaneers, CBS)	5.00
8	GREYHOUND (Steve Allen, NBC)	5.[illegible]0
9	GEN. ELECTRIC (Cheyenne, ABC)	5.23
10.	W'MSON, DICKIE (Country Music Jub., ABC)	5.[illegible]3
11.	GEN. ELEC. (G. E. Theater, CBS)	5.79
12	SCOTT (Father Knows Best, NBC)	5.73
13.	ARMSTRONG CORK (Summer Play, NBC)	6.24
14	GEN. ELEC. (Conflict, ABC)	6.41
15.	AMER. GAS (Playhouse 90, CBS)	7.43
16.	ALUMINUM CO. (Alcoa, NBC)	7.86
17.	TONI (Godfrey's Scouts, CBC)	8.50
18	BELL (Telephone Time, ABC)	8.56
19.	KNOMARK (Masquerade Party, NBC)	9.[illegible]
20.	TIME (Pantomime Quiz, CBS)	10.47
21	KIMBERLY-CLARK (Danny Thomas, ABC)	10.45
22	U. S. STEEL (20th Century-Fox, CBS)	10.69
23.	PAPERMATE (Caval. of Sports, NBC)	11.00
24.	PRUDENTIAL (You Are There, CBS)	11.50
25	SHEAFFER (Private Sec'y, CBS)	13.42
26	SPEIDEL (Festival of Stars, NBC)	16.93
27.	STATE FARM (Red Barber, NBC)	25.17
28	AMER. CAN (NBC News, NBC)	52.83

CIGARETTE & TOBACCO SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., $4.23; ABS Avg., $4.43; CBS Avg., $3.97; NBC Avg., $4.51

1	AMER. TOB. (Adventure Theater, NBC)	$1.95
2	P[illegible] (I've Got Secret, CBS)	2.10
3	L&M (Gunsmoke, CBS)	2.22
4	P. LORILLARD ($64,000 Challenge, CBS)	2.33
5	BROWN & W'MSON (Undercurrent, CBS)	3.29
6	AMER. TOB. (Wells Fargo, NBC)	5.39
7.	BROWN & W'MSON (The Lineup, CBS)	3.45
8	R. J. REYNOLDS (People Are Funny, NBC)	5.54
9	L&M (Dragnet, NBC)	3.68
10.	PHIL MORRIS (Playhouse 90, CBS)	5.90
11.	AMER. TOB. (Navy Log, ABC)	5.99
12	R. J. REYNOLDS (Bob Cummings, CBS)	4.10
13	PHIL MORRIS (Mike Wallace, ABC)	4.47
13	R. J. REYNOLDS (Phil Silvers, CBS)	4.47
15.	AMER. TOB. (Show for Summer Eve, NBC)	4.56
16	BROWN & W'MSON (D. Edwards News, CBS)	4.59
17	L&M (Spike Jones, CBS)	4.64
15	L&M (Panic, NBC)	4.89
19	R. J. REYNOLDS (Wire Service, ABC)	4.90
20	R. J. REYNOLDS (Mr. Adams & Eve, CBS)	5.23
21	P. LORILLARD (Jimmy Durante Show, CBS)	5.28
22	AMER. TOB. (My Favorite Husband, CBS)	5.95
23	AMER. TOB. (Big Moment, NBC)	10.18

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., $3.78; ABC Avg., $5.27; CBS Avg., $5.28; NBC Avg., $5.78

1.	L&M (Gunsmoke, CBS)	$2.13
2	AMER. TOB. (Adventure Theater, NBC)	2.36
5	R. J. REYNOLDS (I've Got Secret, CBS)	2.67
4.	P. LORILLARD ($64,000 Challenge, CBS)	2.71
5	AMER. TOB. (Wells Fargo, NBC)	4.20
6	BROWN & W'MSON (The Lineup, CBS)	4.24
7	PHIL MORRIS (Playhouse 90, CBS)	4.60
8	BROWN & W'MSON (Undercurrent, CBS)	4.70
9.	L&M (Dragnet, NBC)	4.71
10	PHIL. MORRIS (Mike Wallace, ABC)	4.81
11.	R. J. REYNOLDS (People Are Funny, NBC)	4.92
12	AMER. TOB. (Navy Log, ABC)	4.97
13.	R. J. REYNOLDS (Phil Silvers, CBS)	5.39
14	L&M (Spike Jones, CBS)	5.69
15	P. LORILLARD (Jimmy Durante Show, CBS)	5.84
16.	BROWN & W'MSON (D. Edwards News, CBS)	5.94
17.	R. J. REYNOLDS (Wire Service, ABC)	6.04
18	L&M (Panic, NBC)	6.16
19	R. J. REYNOLDS (Bob Cummings, CBS)	6.77
20.	AMER. TOB. (Show for Summer Eve, NBC)	7.13
21.	AMER. TOB. (My Favorite Husband, CBS)	8.41
22	R. J. REYNOLDS (Mr. Adams & Eve, CBS)	8.45
23	AMER. TOB. (Big Moment, NBC)	11.06

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., $4.36; ABC Avg., $4.64; CBS Avg., $3.93; NBC Avg., $5.87

1	AMER. TOB. (Adventure Theater, NBC)	$1.78
2	J. REYNOLDS (I've Got Secret, CBS)	1.85
3.	L&M (Gunsmoke, CBS)	2.07
4	P. LORILLARD ($64,000 Challenge, CBS)	2.14
5.	BROWN & W'MSON (The Lineup, CBS)	3.20
6	R. J. REYNOLDS (People Are Funny, NBC)	3.24
7.	PHIL. MORRIS (Playhouse 90, CBS)	5.55
8	L&M (Dragnet, NBC)	3.67
9	AMCR. TOB. (Wells Fargo, NBC)	5.75*
10.	BROWN & W'MSON (Undercurrent, CBS)	3.74
11.	PHIL. MORRIS (Mike Wallace, ABC)	4.12
12	R. J. REYNOLDS (Bob Cummings, CBS)	4.23
13.	AMER. TOB. (Show for Summer Eve, NBC)	4.47
14	L&M (Panic, NBC)	4.48
15	L&M (Spike Jones, CBS)	4.49
16.	BROWN & W'MSON (D. Edwards News, CBS)	4.57
17	AMER. TOB. (Navy Log, ABC)	4.82
18	R. J. REYNOLDS (Phil Silvers, CBS)	4.83
19.	R. J. REYNOLDS (Wire Service, ABC)	4.98
20.	P. LORILLARD (Jimmy Durante Show, CBS)	5.25
21	R. J. REYNOLDS (Mr. Adams & Eve, CBS)	5.36
22.	AMER. TOB. (My Favorite Husband, CBS)	5.51
23.	AMER. TOB. (Big Moment, NBC)	14.14

COST PER 1,000 CHIDREN PER COMMERCIAL MINUTE

3-Net Avg., $8.18; ABC Avg., $11.46; CBS Avg., $8.39; NBC Avg., $9.83

1.	L&M (Gunsmoke, CBS)	$2.84
2.	AMER. TOB. (Adventure Theater, NBC)	3.83
5.	R. J. REYNOLDS (I've Got Secret, CBS)	3.88
4	AMER. TOB. (Wells Fargo, NBC)	4.20
5	AMER. TOB. (Navy Log, ABC)	4.54
6.	R. J. REYNOLDS (Bob Cummings, CBS)	4.84
7.	R. J. REYNOLDS (People Are Funny, NBC)	5.28
8	L&M (Dragnet, NBC)	5.58
9	R. J. REYNOLDS (Phil Silvers, CBS)	6.35
10.	R. J. REYNOLDS (Mr. Adams & Eve, CBS)	6.66
11.	BROWN & W'MSON (The Lineup, CBS)	6.87
12	P. LORILLARD (Jimmy Durante Show, CBS)	7.10
13.	P. LORILLARD ($64,000 Challenge, CBS)	7.36
14.	R. J. REYNOLDS (Wire Service, ABC)	7.38
15	PHIL MORRIS (Playhouse 90, CBS)	7.45
16	BROWN & W'MSON (Undercurrent, CBS)	7.54
17.	L&M (Panic, NBC)	8.22
18	L&M (Spike Jones, CBS)	8.41
18.	AMER. TOB. (My Favorite Husband, CBS)	8.41
20	AMER. TOB. (Show for Summer Eve, NBC)	13.42
21	PHIL. MORRIS (Mike Wallace, ABC)	22.47
22.	AMER. TOB. (Big Moment, NBC)	28.28
23	BROWN & W'MSON (D. Edwards News, CBS)	29.73

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COMING COST PER THOUSAND ANALYSES: **Next Week:** Household cleanser and Polish Sponsors . . . Toiletry and Toilet Goods Sponsors.

Spots Boom Press on Nail Polish Sales

NEW YORK—Ten Day Press On Nail Polish, a new product being sold almost exclusively via TV spots, has racked up $200,000 in retail store volume in the two weeks it has been marketed. Product Services, the agency for the Harrison Laboratory division of the Technical Tape Corporation which manufactures the item, has used about 110 spots weekly for two and a half weeks on four key video stations here, mainly WRCA-TV.

The success of the saturation spot campaign, which has been using shows thruout the day, has accelerated plans to go into markets such as Chicago and Los Angeles in October. Harrison Labs figures to go national with the product about the beginning of 1958 when it gears itself for volume demand. Its advertising budget for the first year is $1,500,000.

Sexes Divide Over Comics

NEW YORK—Men and women divide sharply when it comes to their favorite TV comedians, American Research Bureau's August ratings show.

Videomics with the largest percentage of male viewers in their audiences were paced by Groucho Marx, who snared 36 per cent of his viewers among men. Other TV funnymen or shows popular with men ranked as Phil Silvers, Jimmy Durante, Steve Allen and the "My Favorite Husband" series.

Groucho tied for first place with the ladies, sharing honors with Ann Sothern of "Private Secretary" for a score of 46 per cent. After that, Charlie Farrell, Burns and Allen and "Those Whiting Girls" were the favorites with distaff viewers nationally.

WNBQ Maps

• Continued from page 3

10 minutes Clint Youle expounds on weather for five. Then the Utleys move in for five minutes of national and foreign news commentary, followed by quickie five-minute segs of sports by Norm Barry and homefolks chat by Dorsey Connors.

This is Clifton Utley's first TV stint he was stricken by serious illness in June, 1953, when he was a major news figure here. Last year he returned to radio.

Jack Angell replaces Len O'Connor on "Today."

Thus, NBC ceases to fight fire with fire in bucking WBBM's formidable 10 to 10:30 offering of news and weather plus "In Town Tonight," a rather lavish musical-variety frame. Leaving that battle to the film strips, NBC hauls up its news-weather-etc. guns to buck a repetitive news show on CBS at 10:30, now followed by the shaky Don Cherry musicale which soon folds.

BRISK OUTLET ACTIVITY

First-Run Syndication Mart Abounds With Station Sales

NEW YORK—The brisk market in first-run syndication, despite a noticeable lack of major (15 markets or more) purchases by regional advertisers, underlines the willingness of stations to make the first jump on new vidfilm properties to bolster their fall schedules—and to pay premium prices for the privilege.

With few exceptions, prime syndication properties are drawing station prices 10 per cent higher or more than those of similar shows last year. The reason for the higher tabs is not just a case of higher demand. New shows such as Official Films' "Decoy," CBS Films' "Gray Ghost," TPA's "Charlie Chan" and Screen Gems' "Casey Jones" are costing producers from $30,000 to $32,500 per episode to lens, what with their emphasis on added production values, location work and star names.

When distributor sales costs are added, a tab of $45,000 or more must be met nationally in first-run syndication. This immediately causes a per-market boost in the sales price to stations.

Stations, at the same time, are beating many an agency or client to the draw in signing up for the newest syndication entries. Altho some distributors, such as Official Films, have sold new shows to stations with a recapture clause in the event of a regional sale, stations figure it's a better than even chance that outlets buying a show on such provisional deals will get picked up for the market list of a regional client.

'Decoy Sale'

A case in point of the growing power of stations in the first-run syndication field is the current sales score of "Decoy," the Pyramid Productions package for Official Films release.

Last week, in the first full week of selling, Official added nine more station sales to its previous list of 11 pre-release purchasers, giving a total of 20 stations and an annual gross of some $800,000. Altho regional deals are reported cooking on the property, none has firmed as yet and the entire play is with stations, with such newcomers signing as Denver's KLZ-TV, Milwaukee's WISN-TV, Minneapolis WTCN-TV, and outlets in Salt Lake City, San Diego, Calif.; Phoenix, Ariz.; Las Vegas, Nev., El Paso, Tex. and Bellingham, Wash.

Another example is the success of "Gray Ghost" in finding national clients for local station buys. The vidfilm series was purchased by Block Drug on WTOP-TV, Washington, Saturday 10:30-11 p.m.; Ralston-Purina on WGAL-TV, Lancaster, Pa., Canada Dry, WRGB-TV, Schenectady, N. Y. and Brylcream alternate weeks on WGN-TV, Chicago, with a regional client, National Tea, standing by to pick up the other half.

Western Pix Big in Houston

NEW YORK—Western features are topping most of the big-name feature films in Houston and Indianapolis, according to July Figures from American Research Bureau. The Roy Rogers package from MCA-TV took third, sixth, ninth and 10th spots in the top film ratings in Houston. Rogers placed second and Gene Autry, also an MCA package, placed fourth in Indianapolis.

MCA last week sold the Autry and Rogers pictures to KPAC-TV, Port Arthur, Tex., and WTVM, Columbus, Ga.

RKO Teleradio Renews 'Trooper' for Stations

NEW YORK—RKO Teleradio has renewed "State Trooper" for another 52 weeks on its owned stations, KHJ, Los Angeles, and WNAC-TV, Boston. WNAC also renewed "Dr. Hudson's Secret Journal" and bought "Soldiers of Fortune," all MCA-TV properties.

Bra Firm Barter Deal Snaps, Off Till Spring

NEW YORK—That large-scale film barter deal between bra-making Exquisite Form, the Grey Agency and NTA's Famous Films offshoot is sailing into squalls, according to reports here. Its start has been pushed ahead to next spring.

The problem is said to focus on the difficulties involved in setting up a national barter deal on short notice. Exquisite Form is reportedly getting in a flap because the deadline for presenting an outline of the campaign to dealers, with gaurantees for at least 50 per cent of the time sought firmly on paper, arrived—and only 25 per cent of the goals had been met.

At the same time, it's felt by those handling the selling end of the deal that the period allotted by Exquisite Form for lining up stations was far too tight. Barter experts figure that it takes "at least 90 days" to complete negotiations with stations in 100 markets for a time-for-film swap. But after Famous Films had hired new salesmen, explained the whole deal, trained them and sent them out on the station circuit, there were only two or three weeks left before the deadline came up, according to insiders.

Complications

Exquisite Form, the reports continue, complicated the deal for all hands by stepping in with cash offers to stations in an attempt to meet the goals at the last minute. This put the barter transactors occasionally in the uncomfortable position of competing with the firm for whom they were trying to set a barter deal.

At this point, dealers are being told that the project is rescheduled for spring and with the lining-up of stations continuing.

The ultimate goal of the Exquisite barter drive, as first blueprinted, calls for some $4,000,000 worth (card rate) of station time which will actually cost the foundation firm $2,000,000 or less.

'Sword' Cuts Sales Swath With Stations

NEW YORK—"Sword of Freedom," the lensed in Europe swashbuckler series now in first-run syndication via Official Films, continues to rack up healthy sales entirely at the station level. (See separate story on station buying on Page 6.)

In the past fortnight Official has scored sales with such major outlets as Boston's WHDH-TV, New York's WABD, Milwaukee's WISN-TV and Los Angeles' KTLA.

Also joining the station of latest "Sword" sales are outlets in Albuquerque, N. M.; Miami; Las Vegas, Nev.; Minneapolis; New Haven, Conn.; Phoenix, Ariz.; San Antonio, Austin and Corpus Christi, Tex., Bellingham, Wash.; Buffalo, N. Y., and Indianapolis.

TPA Talent-Pilot To Showcase 3 'Susie' Candidates

NEW YORK — Heartened by interest from potential sponsors, Television Programs of America will produce a 12-minute talent-pilot of "Private Secretary" showcasing three name actresses, one of whom would be the replacement for the "Susie" role formerly portrayed by Ann Sothern. Production will commence when and if the show is sold; with the talent-pilot figured as a major contribution toward that sale.

Don Porter who played a leading part in the old series, will play the same one in the new show, and in the talent-pilot Jack Chertok will produce.

BUSINESS BUREAU

L. A. Agency Blasts at 'Men of Achievement'

HOLLYWOOD — A telefilm "scheme" is being worked in major cities on business executives who are long on ego and short on suspicions, or so it would seem from a blast issued against a vidfilm package called "Men of Achievement" this week by the Los Angeles Better Business Bureau.

The Bureau's target is a half-hour telefilm series in which four guest personalities are interviewed as leaders of industry or business by actor Conrad Nagel. Each interview is followed by a four-minute film puff showing the guest's firm and its products. The producer is named as Herbert Lannard, altho Lannard has suddenly dissapeared from the Hollywood scene.

Says the Bureau flatly: "It appears to be little more than a clever scheme to sell film clips for $1,600 to $4,000 to manufacturers, food processors and other business firms."

Guests, apparently, are told that they must supply the four-minute film (16-mm. color with sound) "acceptable in program content." Few firms have such film available, so it's then suggested that this filming be done by an outfit called Continental Films, a subsidiary of a Chicago film firm.

Also, the series is represented as being "currently on 84 stations." No evidence of this can be found by checking a list of stations provided to the business leaders. The program is supposedly "sponsored" by firms such as Elgin American, North American Airlines, Canada Dry, Transcontinental Airlines Agency and others, but these firms indicate they merely loaned film clips and provided no money. One Los Angeles station, KCOP, refused to deal with the producer because it appeared he intended to "time broker" the show. Another, KABC-TV, aired it for awhile, but finally threw it out.

Music Corporation of America, which handles actor Nagel, is reportedly dazed at the development, and insisting that Nagel is "just an innocent bystander." Nagel himself, now rehearsing a play in New York, could not be reached.

CHICAGO — Fred Niles Productions, Inc. claimed a 150 per cent upswing in TV spot production over last year's pre-fall schedule.

'Shock' to Get 4-Mart Bow

NEW YORK — "Shock," the new Screen Gems horror package, will have a four-market debut during the week of September 30, with "Frankenstein" the portable premiere film. The distributor has withdrawn the features from further sale, pending early rating reports in the few sold markets which may up the price on future deals.

Screen Gems has allotted $25,000 for an exploitation campaign to kick off the package including two special staffers, one on the West Coast, the other on the East Coast, for WABC-TV here; WCAU, Philadelphia; KRON-TV, San Francisco, and KTLA, Los Angeles. In unusual programming move, WABC has split its "Night Show" pattern of six evenings to insert "Shock" features on Thursday, Friday and Saturday.

Second Series Due for 'Silent'

HOLLYWOOD—"Silent Service," first program to be syndicated by California National Productions, is expected to go into another cycle of 39 half-hours, Robert Cinader, CNP programming v.-p., said last week.

Altho no decision need be made until November, Cinader said that, off sales results and program acceptance, the plan is to go ahead with the series. This would give CNP a show for next spring. "Boots and Saddles" is the fall offering, and "Union Pacific," of which six are in the can, will probably be the winter release.

Additionally, CNP has a property called "Captain Courage," set in the Napoleonic Wars period, which is being prepped in England for co-production there.

CNP Revises Merchandise

NEW YORK — California National Productions has overhauled its merchandising division to create as well as license products. A products development board has been named to originate, develop, market and promote items in co-operation with manufacturers franchised for CNP and NBC-TV programs.

The board will include Robert Rausch, former merchandising chief for Terrytoons; Gladys Murray, veepee of Dogpatch Styles, an Al Capp enterprise; Serge Valle, CNP research and sales development manager, and Mario Trombetta, former art director of Trans-film, Inc., now manager of CNP's art department.

WTTG Schedule To Accent Live TV

WASHINGTON — Live programming will be [illegible] this season on WTTG here with a schedule of 10 new [illegible] local shows plus the usual heavy concentration of special events programming in political and governmental areas.

The Du Mont Broadcasting station will carry 12 syndicated half-hours, as opposed to 24 last season.

The Billboard . . . television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

ZIV SHOWS RATE GREAT

5 OUT OF TOP 5 SYNDICATED SHOWS IN ODESSA, TEXAS

Pulse, April, 57

#1 MAN CALLED X (#8 among top network shows)	33.5
#2 HIGHWAY PATROL (also #8 position among top network shows)	33.3
#3 MEN OF ANNAPOLIS	32.0
#4 MY FAVORITE STORY	31.8
#5 SCIENCE FICTION THEATRE	31.3

ZIV TELEVISION PROGRAMS INC.

• TV Commercials in Production

A Guide to TV Spot & Program Plans Of Competing Sponsors by Industries

This weekly chart lists commercials produced during the last full month's work, with all industries covered over the course of a month's time. The following symbols designate the types of commercials listed: L—Live; Animat—Animation; FA—Full Animation; AA—Semi-Animation; Sil—Silhouette; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
TRANSPORTATION			
Automobiles, Accessories, Equipment			
Ford Motor Edsel, Kenyon & Eckhardt	1 (20, J ID)	NA	UPA
General Motors, Pontiac, MacManus, John & Adams	1 (20, J ID)	LA	Sound Masters
Gasoline, Lubricants, Other Fuels			
Shell Oil, Gasoline, J. W. Thompson	6 (60, J (25)	FA	Academy
Union Oil, Gasoline, Brisacher	1 (60)	LA	Fred A. Niles
DRUGS AND TOILETRIES			
Toiletries and Toilet Goods			
Pharmex & Gamble, Pert, Benton & Bowles	1 (60)	FA	Academy
Helena Rubinstein, Spectator	1 (60)	FA	Academy
Lehn & Fink, Lavoris, Ted Bates	1 (60)	FA	Academy
Wrigley, Soap Fathon Morrisser	1 (60)	LA	Fred A. Niles
The Gillette Co., Lorelei, North	1 (30)	FA	UPA
Colgate Palmolive, Cardol, Sherman and Finney	1 (60), 1 (20), 1 (45)	FA	UPA
Toni, Prime Nance	—	NA	MPO
Lever Bros., Lux, J. W. Thompson	—	NA	MPO
Procter & Gamble, Drene, Compton	—	NA	MPO
Helena Rubinstein, Beauty Lotion (What's My Line?)	1 (35)	SA	UPA
Sterling, Earl Ludgin	1 (60)	LA	Sarra
Sterling, Bert, Earle Ludgin	1 (60)	LA	Metalphon
Dow Chem., Saran Bubble Bath, Proctor & Gamble, Ltd., Camay	—	NA	Sarra
Armour & Company, Tatham-Laird	—	NA	Sarra
Helena Rubinstein, Earle Ludgin	—	NA	Sarra
Colgate Palmolive, Razor, Razor, Maxon	9 (60)	LA	Paths
Procter & Gamble, Pert, Benton & Bowles	1 (60)	L	Academy
Drugs and Remedies			
Bristol-Myers, Cough Syrup, P. Gunsbauer	1 (60)	FA	Academy

(Continued next week)

Stations Going For 'Program' Slant on Films

CHICAGO — TV stations are demanding more and more "program" aspect to their feature film purchases from distributors.

This was a key trend reported by sales staffers of Associated Artists Productions meeting here last week for a fall sales pep rally at the Edgewater Hotel.

The emphasis, according to the film men, Stations have suddenly discovered a relatively untapped vein of local sponsors who have held off buying feature shows because they lack program identifications that can be merchandised.

With Screen Gems having stirred up the feature field with its "block" package, and with AAP following suit with its own "package" of mysteries, Westerns and suchlike from its Goldmine Library, AAP now intends to take the trend this fall with a step-up in package activities, and to build further category groups.

Sales staffers will also pitch stations on the idea of building their own "program" packages for full-sponsorship sale out of AAP's Warner library, citing such cases as a Bette Davis Festival running in Boston in which 48 Warner biggies featuring her were slotted as a once-weekly attraction, with the star herself acting as host. The main Warner group, however, won't be unbuffled into "packages" by AAP, since it is currently sold to group general by importance of film, and it will be likely that packaging will have to be done by the stations.

BOSTON—WBZ-TV here has adapted an 80-time theater format, scheduling a third 15-minute episode of a picture serial along with a feature film in its "Boston Movietime" strip, 4:45-6:45 p.m. The last-run serials are Columbia Pictures products, starring during the opening week Charles Bickford, Lois Collier, Buck Jones and Lee Ginsey, Jr.

NO PITCHES?

Mobile Runs Features 'Pubserv'

MOBILE, Ala.—Feature films are programmed "almost as a public service" here with little interest from national, regional or local advertisers, according to Jim McNamara, sales manager of WALA-TV. The 72nd highest market in the country, ranked by retail sales, has educated neither Mobile advertisers nor Madison Avenue media buyers on WALA or its competitor, WKRG.

Carrying the full NBC-TV line-up and some ABC TV web shows, WALA fills its schedule with syndicated films and local live stanzas, limiting its feature films to live a week. WKRG carries four a week, all nine slotted in late night periods for lack of sponsorship. American Research Bureau figures give the continued movies an average 10.9 rating for the 10:45 p.m.-12:30 a.m. time.

Four Star Readies Pilot About 'Heidi'

HOLLYWOOD — Four Star Productions is readying a pilot on "Heidi and Her Friends," filmed in Swiss story, for filming in Europe this fall. First episode was written by Eugene Vale and David Dortort, latter of whom is producing "The Restless Gun" saga. Another series being readied is Kurt Neumann's "The Weaker Sex," an anthology dealing with women in love. First show is expected to go before the cameras next month.

Henry White Procures Screen Gems' Shows

NEW YORK — Screen Gems has named Henry White director of program promotion, heading up the organization of its new program development operation. White will scout independent talent and staffers, in addition to continuing as director of advertising and promotion for Screen Gems.

BIZ ABROAD

Fremantle in Run on Sales By Blackwell

LONDON — To two months since returning from the States, Lane Blackwell, President of Screen Radio & TV's British and Continental manager, has racked up a large number of sales.

The list includes 30 "Movie Museum" and 50 "Armchair Adventure" programs to Bavarian Commercial TV, 83 "Movie Museum" and 26 animal films to French television, the renewal of his contract with Hamburg TV for showing the "Encyclopedia Britannica" series over the full German network, besides selling 52 of this series to the British Broadcasting Corporation. He is currently negotiating a similar sale of a special series of American historical documentaries to BBC-TV for screening at the time of Queen Elizabeth's visit to the States this fall.

Sole Rep

Fremantle's sole representative in Europe for the past two years during which time he has been based in London, Blackwell beats a restless track around the Continent and after meeting with many fledgling TV stations in different countries, Blackwell feels there is a tremendous potential market this side for American films, provided salesmen observe two major donts: Refuse to push shoddy goods and refuse to undersell.

As a seasoned European drummer, Blackwell's feelings that too many reps are asked to peddle films which are basically unacceptable to European tastes. But home office understands that purely local American programs can never be acceptable here, he says, more than a series on cricket or horse racing would suit American viewers, the market will be wide open.

NTA Names Bilson And Schlaffer for Production, Sales

NEW YORK — Two appointments have been set by National Telefilm Associates in the production and sales fields.

George Bilson was inked as producer-director for the George Jessel Telefilm series, on which three or four episodes have already been filmed. Bilson's credits include periods with the major lots like RKO, Universal and Warner.

Marvin Schlaffer was named assistant general manager of NTA's Famous Film Division to coordinate Eastern sales activity on the low-budget rerun properties being handled by the library supplier. Prior to joining NTA a year ago, he was with the Emil Mogul Agency.

KPHO Says ARB Note Backs Claim In Rating Fracas

PHOENIX, Ariz — The third round of the KOOL-KPHO controversy here over Nielsen and Pulsearch Bureau figures for dominance of this market goes to KPHO-TV, which has come up with an official ARB letter confirming its claim to supremacy in 149 of the 240 quarter-hours on a weekly competition.

ARB calls KPHO the "highest rated station in Phoenix and the highest rated independent station in the U. S." The station's audience share was 31 per cent, according to the June ARB report.

Film, Affiliation Ruling Gives Stations Creeps

WASHINGTON — TV Film producers are reportedly upset over the Monday (26) Treasury Department ruling that stations net affiliation contracts can be the type of intangible asset that warrants depreciation tax write-off. However, as of last Thursday (29), Internal Revenue spokesmen say that no formal complaint has come to spark a federal ruling on TV film depreciation, as was the case with the affiliation ruling. The latter was brought on by Westinghouse Broadcasting's claim of $5,200,000 value for NBC affiliation, depreciable at the rate of $1,000,000 a year, in the purchase of WPTZ-TV, Philadelphia, in 1953.

The worrisome tax parallel to TV filmers was in Internal Revenue's refusal to admit that the network affiliation has a "limited" life, as the station claimed. Similar doubts are said to hold up the Government agency over any fast write-offs for depreciation of TV film, since the latter has no "indefinite" life, thru rerun (The Billboard, December 8, 1956).

The Department of Internal Revenue code states that "an intangible asset, the useful life of which is not limited, is not subject to the allowance for depreciation. No allowance will be permitted merely because, in the unexpired portion of the taxpayer, the intangible asset has a limited useful life"—as in the case of patent or copyright, where time limit is set.

Haft Acquires 'Canyon' Strip

HOLLYWOOD — Rights to "Steve Canyon," the William Caniff comic strip character, have been acquired by David Haft for a television series. Negotiations were conducted by the William Morris agency.

Pilot is being written by Aaron Spelling, with footage for exterior sequences to be filmed in cooperation with the U. S. Air Force at March Field and George Air Force Base.

Another adventure series in the works is "Diplomatic Mission," being prepped by Tyrone Power and Ted Richmond from material supplied by Robert Dennhofer, former State Department employee.

WAVY Scans 22 Features

NORFOLK — WAVY-TV starts telecasting this week with a schedule of 78 programming hours a week studded with 22 feature films. The ABC-TV affiliate is carrying only six syndicated half-hours and a "Popeye" cartoon strip.

The bulk of the initial movie slotting is drawn from the National Telefilm Associates library.

Niles to Film 3d O. Roberts Series

CHICAGO—The Oral Roberts religious series signed Fred A. Niles Productions, Inc. for the third consecutive year to film its huge tent-cathedral evangelical meetings for TV.

The crusade hours weekly half hours for the series in 10 markets. Films are made on 10 different locations, where week-long crusades are held. Shooting is done with a multi-camera technique, developed by Niles, enabling partial editing on the spot by camera control.

WGN to Widen Kiddie-Adult Evening Swath

CHICAGO—WGN takes a new crack at kid-adult combined appeal, which thev have successfully instituted the 6:30-7:30 swath, with syndicated adventure repertoire.

Now the aim is to widen the swath to include the 6:30 to 7 period, and perhaps widen the age appeal. Film Ball to be employed is a 337-item package of film cartoons, "Bugs Bunny and His Friends," and Warner Bros. cartoons have won a 16.0 ARB average in other major markets, regardless of age, time, slot or competition, said Program Manager Edward J. Roth Jr.

The hope is that the material will pick up tot interest, while holding the loyalty of youngsters and parents alike.

In another addition, Lloyd Pettit and the news takes over at 7 p.m. for a quarter-hour because the station discovered there is no TV news in town between 6:30 and 10 p.m.

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PULSE FILM RATINGS for June

For complete information on programs, ratings, audience size or coverage, please consult The Pulse, Inc., 15 W. 44th St., New York, N. Y.

The Pulse Audience Composition Studies

• Syndicated Film Adventure Shows

JUNE RATINGS

Rank	Show & Distrib.	Avg. Rating
1	Esso Golden Playhouse (Official)	17.6
2	Dr. Hudson's Secret Journal (MCA)	16.9
3	O. Henry Playhouse (Gross-Krasne)	12.7
4	Science Fiction Theater (Ziv)	11.7
5	Dr. Christian (Ziv)	10.4
6	Star and the Story (Official)	10.2
7	Your All-Star Theater (Screen Gems)	9.8
8	Studio 57 (MCA)	9.7
9	Celebrity Playhouse (Screen Gems)	9.[illegible]
10	Star Performance (Official)	9.0

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1	Celebrity Playhouse (Screen Gems)	88
2	Dr. Hudson's Secret Journal (MCA)	87
3	Studio 57 (MCA)	86
4	Esso Golden Playhouse (Official)	85
4	O. Henry Playhouse (Gross-Krasne)	85
4	Stage 7 (TPA)	85
7	The Unexpected (Ziv)	84
8	Your All Star Theater (Screen Gems)	83
9	Dr. Christian (Ziv)	82
9	Star Performance (Official)	82

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1	Dr. Hudson's Secret Journal (MCA)	81
2	Headline (MCA)	79
3	Science Fiction Theater (Ziv)	78
4	Stage 7 (TPA)	76
5	Esso Golden Playhouse (Official)	73
5	Studio 57 (MCA)	73
7	Celebrity Playhouse (Screen Gems)	71
7	Dr. Christian (Ziv)	71
9	O. Henry Playhouse (Gross-Krasne)	69
10	Star and the Story (Official)	67
10	Star Performance (Official)	67
10	The Unexpected (Ziv)	67

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1	My Favorite Story (Ziv)	42
2	The Unexpected (Ziv)	[illegible]
[illegible]	Your TV Theater (Ziv)	36
4	Science Fiction Theater (Ziv)	34
5	Your All Star Theater (Screen Gems)	33
6	Celebrity Playhouse (Screen Gems)	28
7	Star Performance (Official)	[illegible]
8	Esso Golden Playhouse (Official)	2[illegible]
8	O. Henry Playhouse (Gross-Krasne)	[illegible]
10	[illegible]	22

• Syndicated Film Drama Shows

JUNE RATINGS

Rank	Show & Distrib.	Avg. Rating
1	State Trooper (MCA)	15.6
2	I Search for Adventure (Bagnall)	15.5
3	Martin Kane (Ziv)	15.1
4	Crusader (MCA)	13.9
5	Silent Service (NBC)	13.0
6	Captain David Grief (Guild)	12.[illegible]
7	Men of Annapolis (Ziv)	12.1
8	Whirlybirds (CBS)	11.6
9	Superman (Flamingo)	11.4
10	Federal Men (MCA)	10.8

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1	Martin Kane (Ziv)	89
2	State Trooper (MCA)	88
3	Dangerous Assignment (NBC)	86
3	I Led Three Lives (Ziv)	86
3	Man Behind the Badge (MCA)	86
6	Federal Men (MCA)	85
7	Man Called X (Ziv)	83
8	Detective Europe (Official)	82
9	Men of Annapolis (Ziv)	81
10	I Spy (Guild)	79

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1	Man Called X (Ziv)	85
1	Waterfront (MCA)	85
3	State Trooper (MCA)	83
4	The Falcon (NBC)	82
5	I Led Three Lives (Ziv)	79
5	Martin Kane (Ziv)	79
7	Man Behind the Badge (MCA)	78
8	Dangerous Assignment (NBC)	75
9	China Smith (NTA)	7[illegible]
9	Federal Men (MCA)	74
9	Soldiers of Fortune (MCA)	74
9	The Three Musketeers (ABC)	74

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1	Ramar of the Jungle (TPA)	92
2	Jungle Jim (Screen Gems)	91
2	Superman (Flamingo)	91
4	Whirlybirds (CBS)	89
5	Long John Silver (CBS)	86
6	Flash Gordon (Guild)	84
7	Rocky Jones, Space Ranger (Official)	81
8	Foreign Intrigue (TPA)	78
9	Sheena, Queen of the Jungle (ABC)	75
10	Silent Service (NBC)	66

PULSE LOCAL RATINGS FOR JULY

THE TELEVISION INDUSTRY'S MOST COMPLETE INDEX OF TOP LOCAL TV PROGRAMS

ATLANTA

3 TV STATIONS—217,000 TV HOMES

reported by The Pulse in the area surveyed

Market Statistics:

as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population [illegible] 8,900 [illegible]
Buying Income $[illegible] 09[illegible],000 [illegible] 4th
Retail Sales—$1[illegible]3 [illegible],000 [illegible]
Food Sales—[illegible] 3d
Drug Sales [illegible]
Automotive $[illegible] 4[illegible],000 [illegible]
Above figures include [illegible] Cobb, De Kalb, Fulton

TOP NETWORK SHOWS

1.	Gunsmoke, WAGA, S	29.2
2.	Twenty-One, WSB, M.	26.6
3.	Climax! WAGA, Th.	26.0
4.	$64,000 Challenge, WAGA, Su.	24.9
4	$64,000 Question, WAGA, T	24.9
6	Lawrence Welk, WLWA, S	24.7
7	Playhouse 90, WAGA, Th.	24.[illegible]
7	What's My Line? WAGA, Su.	24.[illegible]
9	Ed Sullivan, WAGA, Su.	[illegible]
10	Alfred Hitchcock, WAGA, Su.	[illegible]

TOP MULTI-WEEKLY SHOWS

1.	Newsroom (10:30 p.m.), WSR, M-F	11.8
2.	Edge of Night, WAGA, M-F	11.7
2.	Guiding Light, WAGA, M-F	11.7
4.	Secret Storm, WAGA, M-F	11.6
5.	Brighter Day, WAGA, M-F	11.4
5	Search for Tomorrow, WAGA, M-F	11.4
7	Love of Life, WAGA, M-F	11.[illegible]
8	Queen for a Day, WSB, M-F	[illegible]
9	Comedy Time, WSB, M-F	10.[illegible]
10	Weirdiome, WAGA, W, Th.	10.[illegible]

TOP FEATURE FILMS

Once-Weekly

1.	M-G-M Playhouse, WSB, Su.-12:45-3:00	17.1
2.	20th Century Playhouse, WSR, Su.-10:00-11:30	13.1
3	Request Performance, WSR, F-10:45-12:00 mid.	12.1
4.	Action Theater, WSR, S.-4:00-5:30	9.3
5.	Premiere Performance, WAGA, F-11:00-12:00 mid.	8.8

Multi-Weekly

1	Armchair Playhouse, WSR, [illegible] Su.-3:00-4:30	13.0
2.	Late Show, WSB, M-Th., S-10:45-12:00 mid.	11.5
3.	Armchair Playhouse, WSB, M-F-12:00-2:00	10.1
4.	Movietime 1, [illegible] 4, WLWA, [illegible] Su.-1:30-2:30	7.3
5.	Movietime 1, [illegible] 4, WLWA, M., T., Th., F., Su.-10:30-12:00 mid.	5.0

TOP SYNDICATED FILMS

1.	Science Fiction Theater (Ziv), WAGA, T.-9:30	18.2
2.	O. Henry Playhouse (Gross-Krasne), WSB, T.-9:30	17.3
3.	Soldiers of Fortune (MCA), WAGA, M.-10:00	16.7
4.	Dr. Christian (Ziv), WSB, W.-9:30	16.[illegible]
5.	Man Called X (Ziv), WAGA, F.-7:00	16.3
6	Sheriff of Cochise (NTA), WSB, W. 10:00	15.0
7	Code Three (ABC), WAGA, T. 10:00	[illegible]
7	State Trooper (MCA), WAGA, W. 10:00	15.0
9	Cap. David Grief (Guild), WSR, T. 10:00	14.4
10	Badge 714 (NBC), WSR, M. 9:30	14.[illegible]
11	Sheena (TPA), WSB, M. 10:00	14.0
12	Men of Annapolis (Ziv), WAGA, Th. 10:00	13.2
13	Highway Patrol (Ziv), WAGA, F. 10:00	13.0
14	City Detective (MCA), WLWA, W. 10:00	12.[illegible]
15	Dr. Hudson's Secret Journal (MCA), F. 10:00	12.5
15	Studio 57 (MCA), WAGA, F. 10:30	12.5
17	Famous Playhouse (MCA), WLWA, T. 10:00	12.4
18	Martin Kane (Ziv), WAGA, M. 1[illegible]:30	12.2
19	Man Behind the Badge (MCA), WLWA, F. 10:00	11.[illegible]
20	Cisco Kid (Ziv), WAGA, S. [illegible]:30	[illegible]

AMARILLO, TEX.

2 TV STATIONS—38,400 TV HOMES

reported by The Pulse in the area surveyed

Market Statistics:

as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population [illegible]
Buying Income [illegible],000 [illegible] 8th
Retail Sales [illegible] 18th
Food Sales [illegible],000 [illegible] 5th
Drug Sales [illegible]
Automotive [illegible] 196th
Above figures include [illegible] Potter, Randall

TOP NETWORK SHOWS

1	Wells Fargo, KGNC, M.	38.[illegible]
2.	Panic, KGNC, T.	36.5
3.	Ed Sullivan, KFDA, Su.	35.3
3.	Gunsmoke, KFDA, S.	35.3
5.	Wyatt Earp, KGNC, F.	35.8
6	Father Knows Best, KGNC, W.	34.[illegible]
7	I've Got a Secret, KFDA, W.	13.[illegible]
8	Disneyland, KGNC, M.	32.8
8	Lineup, KFDA, F.	32.8
10	Robert Cummings, KFDA, Th.	[illegible]

TOP MULTI-WEEKLY SHOWS

1.	News-Bill Johns (10 p.m.), KFDA, M-F	21.2
2	News, Misc. (10:30 p.m.), KGNC, M-F	20.7
3.	Weather, Misc. (10:45 p.m.), KGNC, M-F	17.4
4.	Popeye, KFDA, M-F	17.3
5	Theater 10, KFDA, M-F	14.5
6.	News, Weather (6:15 p.m.), KGNC, M-F	14.0
7	News-Bill Johns (6 p.m.), KFDA, M-F	[illegible]
8	Queen for a Day, KGNC, M-F	13.4
9	[illegible] Desk, News (6 p.m.), KGNC, M-F	13.4
10	CBS News-Edwards, KFDA, M-F	13.0

TOP FEATURE FILMS

Once-Weekly

1	Movie, KGNC, Su.-9:00-10:00	23.3
2.	Matinee Time, KFDA, S.-4:00-5:00	15.8
3.	Sneak Preview, KFDA, Su.-4:00-5:00	12.3
4.	Command Performance, KFDA, Su.-1:00-3:00	11.8
5	Movie, KGNC, Su.-10:30-12:00 mid.	11.1

Multi-Weekly

1.	Command Performance, KFDA, M-F, Su.-10:15-12:00 mid.	12.8
2.	Armchair Theater, KGNC, M-S.-11:00-12:00 mid.	9.9
3.	Honest Jess Six Gun Theater, KGNC, M-F-4:30-5:30	9.5
4.	M-G-M Theater, KFDA, M-F-3:00-4:30	7.5

TOP SYNDICATED FILMS

1.	Sheriff of Cochise (NTA), KGNC, M.-8:30	36.5
2.	Highway Patrol (Ziv), KGNC, M.-10:00	33.3
3.	State Trooper (MCA), KFDA, T.-8:30	32.3
4.	Last of the Mohicans (TPA), KFDA, S.-9:30	30.5
5.	Men of Annapolis (Ziv), KGNC, Su.-8:30	30.0
6	San Francisco Beat (CBS), KGNC, W. 9:00	28.3
7	Dr. Christian (Ziv), KFDA, M. 9:00	27.7
8	Code Three (ABC), KGNC, F. 9:30	24.8
9	Reader's Digest (Telestar), KFDA, Su. 7:30	24.5
9	O. Henry Playhouse (Gross-Krasne), KFDA, Su.-8:30	24.5
11	Sheena, Queen of the Jungle (ABC), KFDA, Th.-6:30	23.3
12	Dr. Hudson's Secret Journal (MCA), KGNC, T.-8:30	21.[illegible]
13	Stage 7 (TPA), KGNC, W.-8:30	20.8
14	Star Performance (Official), KFDA, M. 9:[illegible]	18.5
15	Little Rascals (Interstate), KFDA, S. 5:00	17.3
15	Popeye (Associated Artists), KFDA, M-F 5:00	17.3
17	Whirlybirds (CBS), KGNC, S. 9:00	15.8
18	Ray Milland (MCA), KGNC, W. 6:30	13.3
19	Little Rascals (Interstate), KFDA, S. [illegible]	12.0
20	[illegible] (MCA), KGNC, S. 8:00 a.m.	[illegible]
21	[illegible], KGNC, M. 1:00	[illegible]

BUFFALO

3 TV STATIONS—352,400 TV HOMES

reported by The Pulse in the area surveyed

Market Statistics:

as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population [illegible]
Buying Income $[illegible] (14th)
Retail Sales—$1,44[illegible] (14th)
Food Sales $[illegible]
Drug Sales $[illegible] 14th
Automotive [illegible] (14th)
Above figures include [illegible] Erie, Niagara

TOP NETWORK SHOWS

1.	Lawrence Welk, WGR, S.	33.7
2.	Playhouse 90, WBEN, Th.	31.2
3.	Broken Arrow, WGR, T.	30.[illegible]
4.	Gunsmoke, WBEN, S.	29.9
4.	Wyatt Earp, WGR, T.	29.9
6.	Top Tunes and New Talent, WGR, M.	26.6
7	$64,000 Question, WBEN, T.	26.[illegible]
8	Climax! WBEN, Th.	[illegible]
9	What's My Line? WBEN, Su.	25.5
10.	$64,000 Challenge, WBEN, Su.	[illegible]

TOP MULTI-WEEKLY SHOWS

1.	11:00 News, WBEN, M-F	16.3
2.	News, Weather (11 p.m.), WGR, M-F	14.7
3.	Mickey Mouse Club, WGR, M-F	14.0
4.	Weather, Sports Review (11:15), WBEN, M-F	11.4
5.	Guiding Light, WBEN, M-F	11.3
6.	Search for Tomorrow, WBEN, M-F	10.7
7	Love of Life, WBEN, M-F	10.5
7	Sportsreel (11:[illegible]), WGR, M-F	10.5
9.	Arthur Godfrey, WBEN, M-Th.	[illegible]
9	CBS News, WBEN, M-F	9.9

TOP FEATURE FILMS

Once-Weekly

1.	Starlight Theater, WGR, Su.-9:00-10:00	15.2
2.	Mystery Playhouse, WGR, Th.-9:30-10:30	15.1
3.	Friday Film Feature, WBEN, F.-11:30-12:00 mid.	12.0
4.	Saturday Playhouse, WBEN, S.-11:00-12:00 mid.	11.5
5	Western Roundup, WGR, S.-9:00-10:00 a.m.	11.2

Multi-Weekly

1.	11:30 Theater, WBEN, T., Th., Su.-11:30-12:00 mid.	9.9
2.	Million $ Movie, WBUF, S., Su.-11:00-12:00 mid.	[illegible]
3.	Million $ Movie, WBUF, M.-S.-5:30-6:30	[illegible]
4.	Midday Matinee, WGR, M.-F.-1:00-2:00	4.8

TOP SYNDICATED FILMS

1.	Highway Patrol (Ziv), WGR, T.-10:30	21.5
2.	Dr. Hudson's Secret Journal (MCA), WBEN, T.-10:30	18.9
3.	Man Called X (Ziv), WBEN, M.-9:30	18.9
3.	Dr. Christian (Ziv), WGR, S.-10:30	18.9
5.	Silent Service (NBC), WBEN, S.-10:30	17.7
6.	Sheriff of Cochise (NTA), WBEN, F. [illegible]:00	17.0
7	Stories of the Century (Hollywood), WGR, M. 10:[illegible]	16.2
8	Whirlybird (CBS), WBEN, M. 7:00	[illegible]
9	Annie Oakley (CBS), WBEN, T. [illegible]:00	15.7
10.	Superman ([illegible]), WBEN, W. 7:00	15.4
11	San Francisco Beat (CBS), WGR, M. 9:00	15.2
12.	Dr. Hudson's Secret Journal (MCA), WGR, F.-[illegible]	14.4
13	Captain Cell (MCA), WGR, Th.-8:00	[illegible]
14	Studio 57 (MCA), WBEN, Th.-7:00	12.9
15	Waterfront (MCA), WGR, Th. 7:00	[illegible]
16.	Rosemary Clooney (MCA), WGR, S. 7:00	10.5
16.	Jungle Jim (Screen Gems), WGR, S. 11:00 a.m.	10.5
16.	Hopalong Cassidy (NBC), WGR, Th.-6:00	10.5
16.	Wild Bill Hickok (Kellogg), WGR, F. 4:00	[illegible]
20	City Detective (MCA), WGR, Th. 10:30	[illegible]
21	Soldiers of Fortune (MCA), WGR, W. 10	[illegible]

STATION SIGNALS

KDKA-TV, Pittsburgh, became the first U. S. station to devote prime time to the threatening Asiatic Flu epidemic, when it telecast "The Silent Invader" last week with a panel of four physicians explaining the disease and its control. Kinescopes of the half-hour show will be made available to all Westinghouse stations and all educational stations, while others can procure it thru the University of Pittsburgh Health Center.

OF GOLF BALLS

Bill Crichton drove a golf ball off the top of WJBF's new 1,[illegible]02-foot-high TV tower. A former professional golfer, Crichton was foreman for the company that built the tower for WJBF and he managed to obtain the necessary permission to fulfill his "one desire." Using a No. 5 iron, Crichton drove the ball an estimated 450 yards.

ASIANS AND U. S.

Employees of the NBC Philadelphia broadcasting outlets (WRCV and WRCV-TV) as well as their families will be given Asiatic influenza vaccine shots. . . . James [illegible] Barker, ex-promotion man from Lincoln, Neb., has been named promotion and publicity manager for KBTV, Denver. . . . Carl Akers, KLZ radio and TV news man, celebrates his 10th year as staff man at the CBS outlet in Denver. . . . Stan Boreson, KING-TV, Seattle, personality, has been named honorary chairman of "Emergencies Don't Wait" week designed to generate public interest in safety. . . .

Tom Haley replaces Joe Finan as emsee on KYW-TV's quiz film show, "Cash on the Line." . . . WBZ-TV's all-out effort to keep New England viewers well informed during the current Boston newspaper strike hit a record high with 1[illegible]2 weekly newscasts in addition to hourly bulletins and cut-ins. WNAC-AM-TV, Boston, has also stepped up its coverage for news-starved Bostonians by continuing its policy of news on the hour and half hour 38 times a day, plus bulletins on the quarter hour and extra services.

Robert Allen Millisor, formerly with WBAP, Fort Worth, joined the announcing staff of KOTV. . . . Kazuo Gomi, JOAX-TV, Tokyo, Japan, departed from KOTV, Tulsa, after a 90-day visit to study American TV operations. Mr. Gomi's trip was arranged by the U. S. State Department and KOTV.

The George P. Hollingbery Company has been named sales representative for TV station WWTV, Cadillac, Mich.

The Billboard Scoreboard

TV PROGRAM REVIEWS

NETWORK REVIEW

'Club 60' Needs More Than Miller's Polish

By LEON MORSE

NBC-TV, Monday (19), 1:30-2:30 p.m., EDT (Caught again).

Deejay Howard Miller's network debut on "Club 60," as a replacement for Dennis James, appeared to be a polished host. However, he must do a great deal more work with the program if it ever is to click impressively. As it stands now, the show is a fairly good music program. Its talent, consisting of Mike Douglas, the Mellow Larks and newcomer Barbara Becker, offers an unusually strong array of vocalists.

Miller, however, in spite of his glib technique, fell a great deal short of being an acceptable emsee. His chatter was far from interesting, and he had only one idea which made use of his supporting talent in any but a singing role. This was a question he propounded to them as to whether married men and married women should each have a union. The answers were good for a few laughs, but they indicated only casual thought on the query.

The program obviously suffered from its lack of preparation. Sixty minutes is a long time to keep an audience entertained. Only by preparation can such a long daytime show be sustained, unless its strong point is relaxation. This Miller isn't selling. The show needs ideas, departments, gimmicks and a flock of other things to interest viewers. Vocal and musical talent it has.

Steve Allen Show (Net)

NBC, Sunday (24) 8-9 p.m., EDT (Caught again)

Should an emsee introduce the acts of a variety as impersonally as the announcer of the old 'March of Time?' Or, should he mingle with the hired help, getting into the acts as Milton Berle once did?

Steve Allen, NBC's low-pressure expert, has reached a happy medium between these extremes in his Sunday-night stanza across from Ed Sullivan.

In the episode caught, Allen was involved in about half of the turns, and left the others to function by themselves. He introduced and chatted briefly with guest Hedy Lamarr brought on the Coasters for a vocal number stepped aside while Joe E. Brown shuffled in tramp costume thru a superbly timed pantomime sketch, and slipped smoothly off to the wings while a grimly talented double for moppet star Patty McCormack, referred to as "Daisy," sang a grimly coy little commercial jingle about shaving lotion.

Re-appearing, Allen switched roles and clowned it up with Irish McCalla, the blonde, vine-swinging "Sheena" of vidfilm syndication.

Bit Player

Steve then turned bit player for a minor role in a blackout sketch spoofing the labor rackets investigations, complete with Fifth Amendment pleadings, then reverted to straight emsee to intro songstress Pat Kirby, of the old "Tonight" series, who turned in a cream-smooth "Tammy."

For a finale, he jumped into a "husband and wife" sketch with Miss Lamarr. Then a little out of breath, he billboarded the next week's show and bade good night to viewers of what had been a lively, well-paced hour.

Charles Sinclair.

Bold Journey (Net)

ABC-TV, Monday (26), 8:30-9 p.m., EDT (Caught again).

If you like movies documenting trips and adventures, this is your disk. The lack of slick editing and professionally artistic composition proves an asset here in the telling of true stories of heroism, science and curiosity. The dedication of the guests to the ideals or satisfactions that prompted these adventures comes thru with disarming sincerity.

On the stanza caught, DeVere voyage on a raft off the Pacific Coast, preparatory to sailing from the Gulf of Persia in the hope of arriving via currents alone in America. To prove his theory that Persians in antiquity settled in North and Central America long before the Indians, Baker is risking his savings and family's happiness.

The incidents of the test trip were instructive and often suspenseful. John Stephenson made a helpful host-interviewer, and the Ralston-Purina commercials exhibited new life and a sense of humor. It's a series that may bore some but fascinate many.

Bob Bernstein.

Richard Diamond (Net)

CBS-TV, Monday (19), 9:30-10 p.m., EDT (Caught again).

Another look at "Richard Diamond" indicates an improving program. The leading role is still played believably by newcomer David Janssen. And the story was more interesting, tho the audience was tricked on one occasion.

The story was about Diamond's employment as guard to a wealthy industrialist whose life was threatened. He refused to sell a family business in spite of the wishes of the rest of the family that it be disposed of for a heavy sum of money. There were the usual suspenseful situations and one humorous one too, as the detective worked to protect the intended victim. The climax, as in so many of these shows, was no mystery. His wife was the culprit.

The producers, however, did not play fair when they showed Diamond almost being knifed and next the knife-wielder tied up. Viewers were cheated for the sake of suspense, because were Diamond in the semi-somnolent position pictured previously, he would obviously have been knifed.

Leon Morse.

The Price Is Right (Net)

NBC-TV, Wednesday (21), 11-11:30 p.m., EDT (Caught again).

Every woman loves to go shopping and most people have great difficulty in passing up an auction. These are the two simple elements which make up "The Price Is Right." And the end result is a very pleasant half hour which provides fun and thrills sans isolation booth, earphones, sweating, nervous indigestion and high blood pressure.

The loot is all merchandise—no money is involved—but the retail value of the items won by each panelist is tallied after the game and high man is invited back the next day. And therein lies "important element No. 3"—the holdover contestant who provides the day-to-day suspense necessary to insure a five-a-week steady audience.

Whether it will do as well in its additional nighttime half hour is difficult to predict. Perhaps more emphasis on a variety of merchandise stacked to start the salivary glands working in each member of the family would help. Bill Cullen as emsee is fine. He plays the game slightly "tongue in cheek," not too gushy and not too seriously. Providing the right comments to a slightly hysterical gal who has just won a washing machine and dryer and be a little trying.

Charlotte Summers.

Matinee Theater (Net)

NBC-TV, Tuesday (20), 3-4 p.m., EDT (Caught agin)

One of the rare pleasures of TV viewing is the production of a fine literary work in a fine adaptation. We usually get one or the other, but "Matinee Theater" had both in "Haven's End." The David Davidson script was incisive and rich with characterization, ably condensing the John P. Marquand original without losing the Marquand charm and arsenic.

Lowell Gilmore, as the last aristocrat of a New England town, did full justice to the meaty script, with Bill Swan and Karen Sharpe excellent as his plebian-minded children. Chester Stratton made a comic gem of a brief scene as a visiting cousin, with Alan Hanson's sympathetic direction blending the parts into a salty, delightful whole.

Bob Bernstein.

Hi, Mom! (Local)

Host, Shari Lewis. Director, Mike Garguilo. Producer, Ben Hudelson. Sponsors, participating.
(WRCA-TV, 9-10 a.m., EDT, August 17.)

The NBC flagship station has its hands on a daily hour which might well make a successful network strip. With ingredients appealing to tots, older children and mothers, it's an attractive "magazine of the air" format, full of fun and information.

Shari Lewis, a piquante puppeteer, handles the bulk of the work, chatting about games, time-saving devices, viewers' queries and general nonsense with deft charm. Jane Warren plays nurse smoothly, integrating film clips on the care of infants. A cooking segment closes the hour rather abruptly, but would be fine slotted earlier.

This combination of "Home" and "Ding Dong School" will be a TV staple if it proves simultaneously absorbing to mothers and moppets. If they have similar attention spans, and they probably do, they may not wait thru each other's segments. That would be a shame, as Miss Lewis and Company are doing an entertaining, instructive job.

Bob Bernstein.

Sponsor Aids Plug WFIL's 'Service'

PHILADELPHIA — General Baking, which sponsors "The Silent Service" here on WFIL-TV, has launched a strenuous promotion campaign highlighted by the delivery of storylines on each episode by its Bond Bread delivery men.

Customers will also get replicas of the twin dolphin insignia worn by submarine personnel. The California National Production's adventure series is also being aided by streamers on the car of the chief of the naval base here.

Dynamic Readies Pub Relations Series of 26

NEW YORK—Dynamic Films is prepping a 26-stanza series on community relations called "Decision." Produced in co-operation with a national civic magazine, the half-hour films on town and country problems will be offered to stations on a public service basis.

NETWORK REVIEW

Soaper Lathers Fine But Will Suds Hold?

By BOB BERNSTEIN

Star, Donald Woods. Director, John Desmond. Producer, Roy Winsor. Sustaining.
(CBS-TV, 12-12:15 p.m., EDT, August 19.)

It's impossible to judge from an opening episode what the success of a new daytime serial will be, but the hotel locale seems to promise an endless interweaving of emotional situations and colorful transients, the stuff good soap operas are made of. The announced plan of ending each story in three weeks will, it is to be hoped, include starting the new story before the old concludes. Otherwise viewers will come and go with equal regularity, and we can't have that.

Donald Woods is urbane and gentle as the host who will involve himself in others' lives. Dinnie Smith looked mysterious as the initial problem resident, with Wes Lau offering strong support as a permanent guest. Harold Gast's set the stage neatly in the brief 15 minutes of the premiere, while John Desmond's unobtrusive direction led viewers quietly from homey comedy to the right note of cliff-hanging suspense at the end.

The fnunga and fobbs of the hotel were attractive sets, but such an over-used locale looks to go stale quickly. Better get the action upstairs soon, Mr. Gast.

Strong KBTV Kid Line-Up Adds Show

DENVER — KBTV, the ABC affiliate here this week announced that it is strengthening its already big powerful line-up of afternoon kiddy attractions by adding another 30-minute moppet show from 6-6:30 p.m. The station already beams three hours of variety of kids' stuff beginning each afternoon at 3 p.m. with Western films, cartoons, "Mickey Mouse Club," a live studio show for youngsters and more cartoons.

The programming technique has worked so well for the station that it has outrated many large network shows and dramatic productions on the three competing stations. Last spring, the Popeye cartoon at 6 p.m. outdrew such shows as the "U. S. Steel," "Heinz Playhouse" and others by virtue of the unchanged dials left over from the afternoon programs. The new show entitled "Meet the Kids," is a quiz-panel show conducted by Fred and Fae Taylor.

CNP Makes 16 'Boots' Sales

HOLLYWOOD — California National Productions racked up 16 sales on "Boots and Saddles" last week, to put the Western drama in a total of 40 markets. Heading the new list was a buy by six NBC-TV o&o stations, WRCA, New York; WBUF, Buffalo; WRCV, Philadelphia; WRC-TV, Washington; WRCA, Los Angeles, and WNBQ, Chicago.

Other new "Boots" sales include KPTV, Portland, Ore.; WKY-TV, Oklahoma City; KONA, Honolulu; WSM-TV, Nashville; KHOZ, Harrison, Ark.; WBOC-TV, Salisbury, Md.; KHQ-TV, Spokane; KOMO-TV, Seattle; KRON-TV, San Francisco and KFSD-TV, San Diego, Calif.

Toll TV Probe May Weaken Drive Vs. Nets

• Continued from page 2

much or more of a target than the network practices.

The commission will come before both House and Senate committees in January, and will get a thoro going over by the newly formed Moulder Subcommittee on legislative oversight, a group under the House Commerce Committee.

The Moulder Committee is authorized to study all regulatory agencies but is expected to start out with FCC as its first target. It will "fine-tooth comb" everything from FCC's stand on toll to its okay of the NBC-Westinghouse station swamp. House Commerce Chairman Harris is member ex-officio and will undoubtedly continue his running battle with the agency over its claim that it has the right to grant a toll TV trial.

Knives Sharpened

Other members of the House Commerce Committee are sharpening their knives over station deals and grants okayed by the FCC. Many of these were made in the teeth of Congressmen's charges that the FCC was acting against the public interest, promoting monopoly and allowing raw trafficking in stations buys and transfers.

The legislators now packing to go home will be haunted by the lady-or-the-tiger aspect of January decisions on television. Should they abolish or curtail alleged monopoly practices by networks to promote better competition in free television? Or should they leave the networks largely alone and concentrate on the specter of toll TV, which Celler calls a risk of "incalculable magnitude" to the future of free television?

Rayco Kicks Off Big Spot Campaign

PATERSON, N. J. — Rayco Auto Seat Covers launches a saturation campaign this week via the Emil Mogul Company, featuring 1,800 one-minute spots per week on radio and TV, plus weekly ads in 80 newspapers. Individual store tags will accompany the films and slides on the nighttime 40-market TV campaign thru Christmas.

Stars Single for 'Oasis' One-Shots

NEW YORK—Jimmy Durante, Kay Starr and Frank Sinatra have been pacted for single stanzas of "Club Oasis," the Liggett & Myers variety show in the Saturday 9-9:30 p.m. slot on NBC-TV. Dean Martin has signed for four telecasts.

The Max Factor alternate week show in that time period will be called "Star Time With Edgar Bergen."

S. & S. Moppet Bid Via Low-Priced LP's

Golden Records Features First Bargain Disks by Crosby at $2.98 Tag

NEW YORK—Golden Records disk wing of Simon & Schuster, book publishers, is entering the low priced LP field this month, with 12-inch children's records priced at $1.98 and $2.98.

The latter priced group will carry the first bargain disks made by Bing Crosby, who will be breaking new ground in several other areas thru his unusual deal with S. & S.

Crosby, in addition to the $2.98 LP's, will be featured on Golden's 25-cent kidisk line, and on the label's 49-cent EP's. On these, he will be doing songs excerpted from the musical-dramatic productions on the LP's.

At the same time, Golden and Crosby have entered into a deal with Dave Kapp, of Kapp Records, whereby the latter will issue expanded pop-length versions of the Crosby performances on pop singles at 89 cents. Kapp will issue his singles simultaneously with the Crosby Golden LP's, and will package them in special sleeves. Each of the companies has guaranteed Crosby "100 per cent promotion."

Official release date for the first Crosby LP is September 20. There will be a narration by Bing, of "Ali Baba and the 40 Thieves," with eight songs by Sammy Cahn and Mary Rudgers. (Latter, incidentally, is daughter of Richard Rodgers.) Kapp's singles will carry several of the more pop-type songs from the work. Another Crosby set, a Christmas Story, with songs by Alec Wilder and Arnold Sundgard, will be issued at the same time, but Kapp's singles therefrom won't follow until November 1. Plug item from this will be the song, "How Lovely Is Christmas."

New $1.98 Line

Golden's new $1.98 line, of which there will be 10 numbers in the initial release, will include several items formerly available on

(Continued on page 18)

Westminster To Enter Pop Singles Field

NEW YORK — Westminster Records, producer of one of the largest indie LP catalogs, is getting ready to enter the pop singles field.

Altho plans are not completely crystallized a spokesman for the company confirmed this last week. He said it followed the company's expansion plans, which in recent months have included the introduction of stereo tapes, an expanded pop album line, and new, galmorized cover art

It has been reported that orkster Joel Herron has been engaged for same artists and repertoire chores.

Disneyland Brass Start Fall Meets

HOLLYWOOD—Broad expansion of Disneyland Records activities and the advent of a heavy schedule of fall merchandise signaled the start of a week-long series of diskery meetings here last week, with the firm's representatives thruout the country taking part in the discussions.

Sessions were helmed by diskery Sales Manager Al Lutauska and Vice-President Jimmy Johnson. Attending were Si Paul, Eastern sales manager; Sam Trofe, Philadelphia; George Morte, Los Angeles; John Shea, Tutti Camarata and promotion man Moe Preskell.

Firm is expected to bow with its fall line of package goods next week.

Victor Debs New $1.79 Rack Line

NEW YORK—RCA Victor has prepared a new $1.79 LP line exclusively for rack jobbers. The label, RCA Custom Records, will be a special continuous promotion deal, which first will be tested with three of the country's biggest rack concerns in different areas. Tests

(Continued on page 18)

DISKS INTERNATIONAL

Plan Monte Carlo Record Festival

NEW YORK—An International Record Festival—designed to focus public attention upon the achievements of the disk industry—will be held in Monte Carlo, in the Principality of Monaco, April 15-20, 1958. The event, under the sponsorship of a Paris organization known as the International Study Center for the Promotion of Sound Recordings, is intended to be an annual affair. The over-all intent of the planners is that the Festival will do for the disk industry what the Film Festival accomplishes on an international level for motion pictures.

The sponsoring organization feels that the time is ripe for such a step in view of the fact that records and phonographs now play an important role in national economies and in the cultural evolution of different peoples.

The Record Festival, in addition to emphasizing artistic and cultural achievement, is aimed at promoting technical progress in sound recordings and in developing the record industry.

The implications of the move can be very significant for virtually all segments of the music business. Disk manufacturers—both on the major and indie level—are increasingly aware of the global aspect of the business. Publishers, too, are more than ever prone to view the music scene as One World.

(Continued on page 18)

SAILING, SAILING!

NEW YORK — George Wiener, publishing mahoff with Weinar and Agatha Music firms, leaves Wednesday (4) for the Continent. It's his first trip, and Wiener expects to stay for four weeks, visiting England, France, Switzerland, Belgium and Italy.

As a result of this trip, Wiener told The Billboard he "expects to revolutionize the music business." He declined to elaborate at this time.

Granz Signs Marlene Willis

HOLLYWOOD — Norman Granz, Verve Records topper, disclosed the signing of singer Marlene Willis last week, with the teenager's first release set for late this month. The 15-year-old star of 20th Century-Fox's "Rockabilly Baby" was inked to a five-year pact by the diskery.

Tho clouded in a veil of secrecy, Granz also acknowledged the addition of Pittsburgh pianist Irving Garner, and a drummer mysteriously billed only as "Gene."

Carlton Sets Plans For Own Disk Firm

Venture Capitalized at 250G; Investors Include Top Music Reps

NEW YORK—Joe Carlton, who concluded his tenure at RCA Victor's pop a.&r. chief Friday (30), is organizing the Carlton Record Corporation. The firm is intended to have an authorized capitalization of $250,000. Carlton is putting $20,000 of his own money into the venture, with the remaining amount coming from individuals who are investing at the rate of $2,500 each.

These individuals are men and women in the music-record business. At press time, it was known that a substantial amount had already been subscribed, with numerous men committed.

Carlton, who ended his association Victor on a very amicable basis, stated that the new firm would not engage in publishing activity. "I am aware of the financial potential in such supplementary operations, but our policy will not allow this. We will try to encourage pubbshers. The advantages of a clean-cut record operation outweigh, in the long run, any quick gains to be made via publishing."

The move by Carlton comes on the heels of a flock of rumors as to what would be his next move. Carlton stated he had been offered various posts — but that none of them presented a challenge comparable to what he envisions in the set-up he is now organizing. "This is the era for small specialized operations to get into the business and build." He pointed to Dot

Continued on page 19

London Offers British Ork Sept. Special

NEW YORK—London Records is running a special promotion on six of its British orchestras during September. Customers will be offered any disk by one of these orks for $1.98, if they also purchase another one at the regular $3.98 tag.

The featured orks are those of Stanley Black, Frank Chacksfield, Robert Farnon, Monia Liter, Edmundo Ros and Cyril Stapleton. The catalog lists 12 disks by Chacksfield, three by Stapleton, 15 by Black, two by Liter, eight by Ros and nine by Farnon.

Dealers will buy on the basis of five for the price of four. They can buy this month and pay on November 1, December 1 and January 1, and still be entitled to the normal cash discount.

Campaign is slugged "Enjoyable Music at a Dream Price."

Crowell-Colliers to Sell C-C Disk Clubs

NEW YORK—Crowell-Collier's C-C Record Clubs are up for sale, according to a recent C-C stockholders' report.

However, before the clubs can be offered for general sale, Crowell-Collier first must conclude some remaining business with Josefowitz Bros., from whom C-C originally purchased the clubs a year ago. The Josefowitzs still operate the clubs abroad, but the trade assumes they are not interested in handling them again in this country.

Consequently, the clubs will probably be offered first to such key competitive disk clubs as the Music Treasures group, the Columbia club and, the Book-of-the-Month's disk club operation.

Crowell-Collier originally planned to exploit the clubs heavily, via its own magazines. However, The American Magazine Collier and The Woman's Home Companion have all folded since the clubs were purchased, and the publishing outfit now has no consumer outlet of its own to promote the direct-mail operation.

Meanwhile, the C-C operation is doing business as usual. Last month an extensive release of Concert Hall LP's was made available, while new Concert Hall Stereotape releases are set for September and October. Part of the library of the Chamber Music Society and some of the newer Jazztone Records will also be offered for retail sale in October.

During its operation under the Crowell-Collier banner, the club catalogs were all re-mastered and re-packaged, and a great deal of new material was added, via lease deals and new albums—jazz, pop and classical—cut by C-C itself.

Decca Snares Cast Rights to New Musical

NEW YORK — Decca Records has nabbed the original cast rights to "Copper aod Brass," upcoming Broadway musicak The show, which bas a score by David Baker, will star Nancy Walker and Joan

(Continued on page 18)

Merc Extends '5 for 1' Plan To Sept. 15

CHICAGO — Mercury Records extended its "Five for One, Take All" plan until September 15, Irving B. Green, president, announced. The company was urged, he said, by distributors and dealers to allow more time for preparation of orders and handling of old 78 in-

Continued on page 19

Dot Signs Nick Boone

HOLLYWOOD — Nick Boone, younger brother of singer Pat Boone was signed to a term recording contract by Randy Wood, Dot Records prexy, here last week. Junior member of the family will have his named changed to Nick Todd, the latter "Dot" spelled backwards. First sides were etched late last week, and have been set for immediate release. Todd will also be managed by the Randy-Spina personal management agency.

Cap Fires 2d Half Of Fall Broadside

HOLLYWOOD — Capitol Records exploded the second half of its fall program last week, releasing a total of 28 new albums for September, all keyed to the campaign, "There's Magic in Music." Label is also continuing its discount and deferred billing terms extended to dealers last month.

Significantly, the release marks the first time that Capitol has had separate campaigns and LP merchandising for August and September and according to Capitol execs, "is a continued expression of faith in industry volume and the theory that new albums are the lifeblood of a dealer's business." Diskers released 26 new packages last month.

Dealers will again be allowed a cash discount of 10 per cent on all catalog packages, subject to a minimum order of $250. Deferred billing, payable in equal parts on November 10 and December 10, is available to dealers with the purchase of all new albums, the latter offered on 100 per cent exchange. Program extends thru September 28.

Important Debuts

A total of 15 popular sets, eight "Capitol of the World" packages and five classical albums are included in the release. In addition, the September merchandise marks the LP debut of a number of important artists on the label, most significant of which is the Los Angeles Philharmonic Orchestra. Others making their bow are Nappy Lemare, Ray Bauduc, Dakota Staton, Carole Simpson, Johnny Richards and Page Cavanaugh.

Pop LP's are highlighted by a new Frank Sinatra album in the

Continued on page 19

Music Gets Fair Shake From 1st Session, 85th Congress

By MILDRED HALL

WASHINGTON — Music did not fare too badly on the Hill, in the first session of the 85th Congress, and should do better in January, when the Senate gets around to confirming some helpful tax and copyright legislation already passed by the House.

On the legislative front, the departing representatives passed laws to cut the cabaret tax in half, to end the excise on 25 kid disks, and to save music publishers from the threat of personal holding tax rates. The former legislation is now all with Senate Finance Committee. Both Houses passed the Keating statute of limitations to set up a two-year federal yardstick for civil copyright actions, ending confusion over differing State statutes. Not so pleasant was a 10 per cent excise the House voted on tape and wire recorders.

The real whoop-de-do in music on the Hill will get under way in January, with bills to end juke performance royalty exemption in both Houses, and the new Smathers bid to divest broadcasters of all ownership in music publishing and recording. Hearings on the O'Mahoney juke bill could be held by the Senate Subcommittee on Patents and Copyrights in the fall, or be held in January. Hearings on the Smathers bill may be held in January if Senator Pastore feels that findings by his Communications' Subcommittee staff investigation "warrants them."

In the ancient juke-ASCAP feud, some ASCAP sectors see hope of compromise. One source is the new O'Mahoney bill, which ends juke exemption in the copyright law, but protects the location owner from responsibility for the royalty. Part of the hope also stems from recent proposals by the National Licensed Beverage Association to

(Continued on page 28)

Seeco Mayhoff To Europe for Conferences

NEW YORK — Sidney Siegel, maholf of the Seeco and Dawn record labels, leaves for Europe Friday (6) for the first of several foreign junkets aimed at cementing his international ties.

He will be in Europe for a month, visiting leasing affiliates in England (Oriole), France (Vogue), Spain (Columbia) and Italy (Music). Arrangements have been set up in advance for him to supervise the cutting of 15 LP's in Spain.

In the last couple of weeks, Siegel has signed a flock of new

(Continued on page 30)

Grand Award Preps Color Sales Aid

NEW YORK — Grand Award Records has readied a full color brochure designed ot serve both as a sales aid to distributor salesmen, and as a catalog for retail customers. It will be made available to key accounts starting this week.

Forty-six of the top sets in the fast-growing line are pictured in their actual colors, and with each cut is a complete rundown of the contents. Sets are classified according to types: Mood, Roaring '20's, Honky Tonk, Pop, etc.

Supplementary pages will be made available with new releases.

MILLER WAXES FOR NAVY FUND

NEW YORK—Columbia's artist and repertoire chief Mitch Miller has cut a special waxing of "Anchors Aweigh" backed by the "Marine Hymn." The disk will spearhead a drive next month to raise money, via the nation's deejays, to build the U. S. Navy-Marine Corps Memorial Stadium in Annapolis, Md.

The platter, which Miller and his ork cut gratis, will be distributed to 3,700 deejays across the country and to 1,000 local naval districts. Jocks will inform dialers that the platter is available to anyone sending in a contribution of $1 or more to Memorial Fund headquarters in Annapolis. The disk will not be sold thru retail outlets.

The deal, set up by Jules Alberti, president of Endorsements, Inc., here, and National Civilian Co-ordinator of Naval Academy Projects, is expected to move more than 1,000,000 copies of the Miller disk, provided by Columbia at factory cost. All proceeds from the platter go to the Fund.

Set Revival Of Williams Memorial Day

MONTGOMERY, Ala. — Plans are afoot to revive the Hank Williams Memorial Day Celebration which first had its inception here in 1955 under auspices of the local Shriners. Dates for this year's

(Continued on page 28)

Cap Aims for Name Band LP Comeback

HOLLYWOOD—With its talent roster currently sporting more name bands than any other major label, Capitol Records is quietly and rather inconspicuously bringing back the bands, utilizing new approaches and far more merchandising savvy than existed in the halcyon days of the band business.

The Cap band buildup has been going on for the better part of two year now to the point where the firm now numbers a total of 23 bands and instrumentalists. Significantly, a good number of these artists are the same veterans who were bandstand idols during the last '30's and early 1940's, many of them coming over to Capitol from other diskeries.

Why the emphasis on bands? What special plan is being used to sell them to the consumer? Francis Scott, album repertoire chief at Capitol, puts it simply, declaring, "We believe they're a salable commodity. Our sales figures indicate that we can profitably make and sell popular and jazz band albums, and that basically is the reasoning for signing them."

Old-timers who were active more than a decade ago and are currently attached to Capitol include Les Brown, Ray Bauduc, Lou Busch, Joe Bushkin, Glen Gray, Harry James, Stan Kenton, Guy Lombardo, Freddy Martin, Red Nichols, Harry Owens, Louis Prima, Fred Waring and Jack Teagarden.

In selling name bands to the disk-buying public the label is using a marriage of repertoire and name value to enhance the album sales potential. It's recording of Ray Anthony's "Dream Dancing," for example, combined the best elements of mood and dance music, according to Merchandising Director Bud Fraser, thereby fulfilling a demand for this type of repertoire. Similarly, the highly hi-fi music-conscious public was

(Continued on page 60)

Victor-Kleenex Como Premium

NEW YORK—RCA Victor and Kimberly-Clark (Kleenex Tissue) will launch a 40-day record-premium promotion, spotlighting a special Perry Como EP featuring excerpts from six Como LP's, September 23 thru November 1. It will be Como's first venture into the disk premium field.

Packaged in a special four-color sleeve, the EP will be offered nationally for 50 cents, plus the opening strip from a Kleenex box. The promotion will be spotlighted on Como's Saturday night TV show, sponsored by Kimberly-Clark, October 12, and will also be plugged on NBC TV's "Playhouse 90" show October 31.

RCA Victor will launch a deejay contest in conjunction with the drive September 9 for 3,800 jocks.

(Continued on page 30)

Roosevelt Signs Blackwell, Chase

NEW YORK — Otis Blackwell and Lincoln Chase have joined the writing staff of Roosevelt Music, Inc.

These supplement the firm's current staff, which includes Charlie Singleton, Jesse Stone, Winfred Scott, Larry Coleman and Alicia Evelyn.

NEWS REVIEW

Col.'s Twin CL Series Pack Sales Wallop

NEW YORK—Four packages—Columbia's Twin CL series—received their first trade showing at the recent Columbia sales convention in Miami—where they proved one of the label's product highlights. Each of the packages, it will be noted, is intended to be a definitive set of the compositions of a noted American composer. Together they comprise a very sizable chunk of music derived from the Golden Age of the American theater.

The Kostelanetz-Rodgers package, for instance, reaches back to 1928—with tunes from "She's My Baby," and follows right thru to Rodgers' latest hit. Michel Legrand's Cole Porter contains ma-

(Continued on page 58)

INTERZONE MATCH PLAY PAIRINGS SET BY DISC

NEW YORK—Over 200 golfers participated in the qualifying round of the First Annual Disc Industry Golf Committee National Golf Tournament held during the week of July 22.

Scores of those who qualified have all been tabulated and during the month of September, the interzone match play eliminates will be held to determine area finalists who will compete in the finals to be held at Shawnee Inn, Shawnee on Delaware, Pa. on October 7 and 8. There will be 12 golfers participating in the finals for the national championships of the music industry. There will be four competing for each of the Class A, B and C championships. Finalists will come from the East Coast, West Coast, the Midwest and the South.

Pairings to determine the area finalists have been mailed to each of the area chairmen who are:

NEW ENGLAND—Harry Carter, Music Suppliers of New England, 263 Huntington Avenue, Boston, Mass. COpley 7-1170.

PENNSYLVANIA-LOWER N. J.—Ed Barksey, Edward Barskey, Inc. 2522 North Broadway, Philadelphia. BAldwin 3-9650.

NEW YORK-UPPER N. J.—Henry Onorati, Dot Records, 157 West 57th Street, New York. CIrcle 6-8220.

MIDWEST—Sellmann C. Schulz, Decca Records, 173 West Huron Street, Chicago. MOhawk 4-4800

SOUTHEAST—Hirsh do La Viez, 1320 Rhode Island Avenue, N.E. Washington. HObart 2-3170.

WEST AND SOUTHWEST—Bob McCluskey, The Billboard, 1520 N Gower, Hollywood. HOllywood 9-[illegible]

The final rounds are expected to be part of a gala occasion at Fred Waring's Shawnee Inn. Waring, president of DISC, is making the inn available to all those golfers who wish to spend the two days at the inn at special convention rates which include meals, lodging and green fees. Golfers are expected to come from various parts of the country for this two-day golfest and a limited amount of rooms have been made available at the Shawnee Inn. For reservations or particulars, call or write Murray Luth, Room 1400, 157 West 57th Street, N.Y.C., CIrcle 6-3500, or Henry Onorati, care of Dot Records, 157 West 57th Street, N.Y.C.

A "special" golf tournament for those who are not competing in the finals is being planned with prizes and other awards. Arrangements have not been finalized and there is a possibility that the finals may be televised over a major network.

The DISC Golf Tournament proved to be an affair of popular appeal in its first year and indications point to a membership next year wherein over 1,000 golfers will be competing in every part of the country.

PROMISING TARGET

Outsiders Want In On Disk-Buyer Mkt.

• *Continued from page 1*

variety of labels, including RCA Victor, Epic, Cadence, Chancelor and ABC-Paramount.

The jingles will be aired via a spot campaign covering 250 deejays on the Atlantic Seaboard, and jocks will handle intros of artists this time. Spinners will be given choice of using canned intros or doing it "live."

An interesting aspect of the campaign is that deejays will be requested to spin one of the jingle-artists' current disks, following each commercial. Altho the spins won't be compulsory, chances are most jocks will comply, thereby providing a wealth of extra plugs for the labels involved in the deal.

Victor Deals

In addition to its extensive tie-up with Heinz and Montgomery-Ward (described in detail in The Billboard, August 19, 1957), RCA Victor's busy promotional schedule this year includes deals with Pabst Beer, Crest Toothpaste Schrank Pajamas, and Canon Cameras.

M-G-M's display tie-up with the Champagne Industry Association last month, involved a series of displays, featuring D'Artego's "Stradivari Champagne" album, in liquor stores across the country.

(Continued on page 60)

Parker Scion Cuts for Mode

HOLLYWOOD—Charlie Baird Parker, five-year-old son of the late modern jazz innovator, Charlie (Bird) Parker, made his recording debut recently on a George Wallington session cut in New York for the recently organized Mode Records.

Session, helmed by jazz critic Leonard Feather, is the first one completed by Mode for September release, with the firm aiming for a schedule of 10 LP's each month. Other sessions scheduled by a.&r. chief Red Clyde include Warne Marsh, vibist Vic Feldman, Doris Drew, Al Viola, Don Fagerquist and Johnny Holiday.

Clyde also disclosed the entry of the firm into the stereo tape field, with all of the label's catalog to be ready for tape release prior to the Christmas season. Label has also finalized plans for a series of album covers by cartoonist Bill Box.

DR. KORNHEISER PLAYS THE FIELD

NEW YORK — A competent record-music man, of course, is concerned with much more than music. He's interested in the physical and spiritual welfare of his contacts.

Like Bob Kornheiser, Cadence Records' sales chief.

While chatting with Variety staffer Mike Gross, Kornheiser solicitously proffered a pill to allay the latter's hay fever. Ten minutes later, he produced a Miltown tablet to fortify Gross against an approaching deadline. For the sake of cameraderie Kornheiser took one of each of the pills himself.

Next day he was seen displaying nostrums to Billboard's Bill Simon, noted for his interest in the pellets. They were last seen together at the water fountain.

For Jet Propelled Action

It's . . .

Mickey & Sylvia

LOVE IS A TREASURE

b/w

LET'S HAVE A PICNIC

VIK X/4X-0290

Vik Best Buys

TOMMY LEONETTI ▸▸▸ **PRECIOUS LOVE** *b/w* I'd Climb the Highest Mountain VIK X/4X-0286

MARTY GOLD ▸▸▸ **ONE IS A LONELY NUMBER** *b/w* Acapulco VIK X/4X-0284

THE ROVER BOYS ▸▸▸ **SOFT SANDS** *b/w* My Baby's Steppin' Out VIK X/4X-0283

BROOK BENTON ▸▸▸ **I WANNA DO EVERYTHING FOR YOU** *b/w* Come On, Be Nice VIK X/4X-0285

Vik records

A Product of RCA Corporation of America

1957 Spotlights Cleffer-Pub Copyright Renewal Problems

Vet Tunesmiths Hit Stalemate; Confusion Cues Court Action

By JOEL FRIEDMAN

HOLLYWOOD — The year 1957 is most likely to be remembered as the year of copyright renewal problems for the song-writer-publisher fraternity. New instances of lack of understanding of the field continue to crop up, while the broad area of ownership of renewal rights tends to lean more in the direction of the courts for clarification.

The as yet unresolved Billy Rose vs. Bourne case, the important ramifications of the Ballentine vs. DeSylva decision, the recent Hill & Range vs. Witmark case are all examples of the persistent probing the field is currently engaged in. Above all, the most important reason for the wide interest in renewals stems simply from the fact that songs written in the golden era of vaudeville, the pre-television-talking picture-radio age, are now coming up for renewal. The grant of a renewal right then may have been considered of no significant value, while writers certainly are more knowledgeable of their craft today than they were in the late '20's.

Rudin Pinpoints Problem

As pointed out recently by attorney Milton (Mickey) Rudin, partner in the firm, Gang Tyre, Rudin & Brown, the problems raised by the Ballentine vs. DeSylva decision "are not in themselves new, tho perhaps they do pose something of a problem for the various performance societies."

As an example of the muddled waters currently being traveled, Rudin pointed to the split authorship of a copyright and the ASCAP edict of a year ago which does not allow credit to an ASCAP writer when a composition is co-authored by a BMI writer. In the case of the DeSylva renewals, Rudin posed, "what would be ASCAP's position were these rights transferred to a BMI firm? Would Brown & Henderson be discredited?"

If anything, according to Rudin, the problems of accounting may be more difficult. Whether or not publisher would account to publisher, or authors to authors, has not been resolved, nor has the question of a division of royalties between widow and children. In his address, made before the California Copyright Conference last week, Rudin pointed out that the Supreme Court went to the Probate Code of California in its determination that Ballentine was a legal heir. Members present, however, questioned why the court did not rule on the share of renew-

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Frank Keeps On Feudin' An' Afussin'

NEW YORK — Frank Sinatra last week unleashed another attack at Mitch Miller, Columbia pop a.&r. chief. In a letter made public by Songwriter's Protective Association, Sinatra plumped for the Smathers Bill aimed at breaking broadcaster-diskery affiliations; and claimed the bill would clear up "skullduggery." He accused Mitch Miller of admitting under oath that he (Miller) "took large sums of money from writers whose songs he recorded." Miller stated that Sinatra had taken isolated portions out of the testimony given at the pre-trial examinations in connection with the Songwriters of America vs. BMI suit. Miller added that Sinatra had distorted the nature of his testimony.

Later in the week Hank Sanicola, Sinatra's manager, added fuel by doing a reprise on the 12-month-old charge that Miller hurt Sinatra by giving him bad songs at Columbia—a charge which Miller vigorously rebuffed at the time. Sanicola added, "Frank believes in the Smathers' Bill. He's just as

(Continued on page 17)

Imperial Inks Paris Sisters

HOLLYWOOD—Imperial Records continued diversifying its talent roster again last week, inking the Paris Sisters, pop vocal trio who formerly recorded for Decca Records. Group will air singles and albums according to Label Prexy Lew Chudd.

Firm recently added Ricky Nelson, Dorothy Shay and Ken Copeland to its pop roster. To help launch the initial Nelson release, Imperial will use a special four-color photographic sleeve, with dealers to be supplied with mammoth blow-ups of Nelson for window and counter displays. Court approval of Nelson's pact, mandatory under California law in all cases involving a minor, was expected over the weekend.

N. Y. JAZZ FESTIVAL REPEATS '56 SUCCESS

NEW YORK—The second annual New York Jazz Festival at Randall's Island on August 23 and 24 was both an artistic and financial success. The Friday night crowd was estimated at 12,000. The threat of inclement weather reduced the Saturday night attendance to 8,000. Emcees for both evenings were Jack Lazare, of WNEW, New York, and Gilbert Millstein, jazz critic for The New York Times. The Friday evening talent line-up included Count Basie's ork, Carmen McRae, Reese Markewitch's Cornell Jazz Group, Coleman Hawkins, Horace Silver, Miles Davis, the Dave Brubeck Quartet, featuring Paul Desmond and Sarah Vaughan. Highpoints of the Friday concert were Sarah Vaughan, who was at her best; Dave Brubeck and Markewitch's crew, a group of talented, young musicians who were unanimously selected by a panel of New York jazz critics as the new talent to appear at the Festival. While they were visibly nervous and badly placed to start, they soon warmed up and made an impressive debut.

The Saturday evening concert spotlighted Johnny Richards' ork, the Jazz Lab, Markewitch's Cornell Jazz Group (who were even more impressive on their second outing), Billie Holiday, the Four Freshman, Randy Weston Trio, Max Roach Quintet, Gerry Mulligan Quartet, featuring Bobby Brookmeyer, and a surprise appearance by Lee Konitz, Anita O'Day and Dizzy Gillespie's ork. Miss Holiday was one of the evening's favorites, drawing several encores. Miss O'Day presented a smooth, polished set that also drew encores. Standout of the evening was Gerry Mulligan's crew. Mulligan announced that it was the last performance for the present [illegible] Brookmeyer was leaving to form his own combo. By [illegible] sensitive interpretation of "My Funny Valentine" was [illegible] Gillespie, as usual, broke things up with his clowning and [illegible]

[illegible] that must be [illegible] and [illegible]

Continued on page 19

A NICKEL A DOZEN

HOLLYWOOD — Echoing the sentiments of the new Steve Allen etching of "Gotta Have Something in the Bank, Frank," disk promotion man Irwin Zucker showed local disk jockeys that his heart and checkbook are in the right place.

Zucker [illegible] that the deejays should have something [illegible] paid them off [illegible] checks [illegible] [illegible] count of jockeys [illegible] [illegible] "[illegible] and [illegible]" [illegible]

SOMEBODY MADE A 6G BOO BOO

NEW YORK — Some of the industry's legal eagles were scratching their heads last week, looking for some course of action.

It seems that one of the record companies had for the past three quarters, sent royalty checks to the wrong party, to the tune of approximately $6,000. The recipient, not one to complain, simply cashed the checks and spent the money.

Now the diskery would like to get that money back and to pay the proper publisher his loot. The question is, how.

RKO-Unique Streamlines Staffers

NEW YORK — RKO-Unique has pared down its staff considerably and henceforth will concentrate on building only two or three artists at a time, according to the label's head man John Begley.

Reports had been circulating that RKO-Unique would fold, but Begley said last week that the firm has "no plans for closing down." The shutdown rumors may have been sparked by the label's streamlining of personnel. It is currently operating with a staff of 10.

Meanwhile, the first warbler on RKO-Unique's build-up list is Jericho Brown, a 20-year-old Louisiana warbler, managed by singer Artie Wayne. Britton Music and Lamas Music, the RKO-Unique publishing firms, will also remain active according to Begley, who pointed out that the two companies now control rights to scores from 50 RKO movies and some 33 independent films.

Kenin Assures 47 on Petrillo Guarantees

HOLLYWOOD — American Federation of Musicians' Local 47 studio committee was instructed to meet with IEB member Herman Kenin instead of James C. Petrillo as the union's administration won a narrow victory in its fight with dissident factions at a membership meeting here last week [illegible]

By a vote of 169 to 160, the membership agreed that they have no reason to doubt Petrillo's intentions in guaranteeing the studio committee "will have the last word" in upcoming contract negotiations.

Meeting was highlighted by the appearance of Kenin, his first at a Local 47 session. Kenin [illegible] contract negotiations with the members, with the floor thrown open for queries later in the evening. Kenin reiterated previous statements made by Petrillo, finally assuring the members that the studio committee will sit in on all meetings with the film [illegible] and that they will ratify all agreements.

Otis and Troupe To Cut for Cap

HOLLYWOOD—Capitol Records delved into the rock and [illegible] field last week, inking disk [illegible] band leader Johnny Otis to a [illegible] recording contract. [illegible] Otis' troupe are [illegible] to also record under the Cap banner [illegible] Tom Morgan [illegible] label's a.&r. [illegible] to [illegible] Otis [illegible]

On the [illegible] front, the label [illegible] a [illegible] Frank [illegible]g.

THUMBS UP

Hitchhikers Hitch for Wax Hype

NEW YORK—New recording artists will apparently go to any length to make an impression on deejays in today's crowded wax market. At any rate, ABC-Paramount's new vocal group, Jess DuBoy and the Hitchhikers, will literally hit the road September 9 when they start a cross-country hitchhiking trek to visit jocks and plug their first Am-Par release "Angels Don't Lie on Earth" backed by "Beautiful Love."

The boys — Dick McC[illegible], Kay Sanderson, John Kelly and DuBoy —will embark from their hometown, Richmond, Va., heading first for New York, via Washington, Philadelphia and Baltimore. Then they'll move on to Boston, and end up in Los Angeles after about a month and a half journey.

Deejays in each city will be asked to request that motorists pick up the group whenever possible. They will be dressed alike and their names will appear on small overnight cases. In line with this, Am-Par's promotion chief Natt Hale, who dreamed up the stunt, is getting special permission for the boys to travel via the thumb, in States where hitchhiking is against the law.

Quinn Gets Decca Pact

NEW YORK—Decca Records has signed Andy Quinn, a 25-year-old warbler-cleffer to an exclusive pact. With his first releases next week, Quinn will leave on a seven-city promotion trip.

Also last week, Decca inked the Amram-Barrow Quartet, a jazz group which already has had one LP issued by the label.

Brunswick, subsidiary of Decca's subsidiary Coral label, signed vocalist Jackie Wilson, former member of Billy Ward's Dominoes.

"I'M SENDING YOU THIS RECORD"
Bob Denton
DOT
AMERICAN MUSIC, INC.
9100 SUNSET BLVD., HOLLYWOOD, CALIF.

3 BIG RECORDS
BAND OF ANGELS
• Voices of Walter Schumann (RCA Victor) #20-47-6986
• Dick Hyman (MGM) #K-12516
• Sarah Vaughan (Mercury) #71157X45
M. Witmark & Sons

From the Marcel Hellman Production "LET'S BE HAPPY" an Allied Artists presentation
ONE IS A LONELY NUMBER
MILLER MUSIC CORPORATION

The most sensational collection of "Oldies" recorded on any one album
BILL HALEY And His COMETS
"ROCKIN' THE OLDIES"
DL 8569
DANBY-SEABREEZE MUSIC COMPANIES
1619 BROADWAY NEW YORK, N. Y. | 129 E. 5th STREET CHESTER, PA.

Leroy Anderson
His next big one—
FORGOTTEN DREAMS
Recorded by
• Leroy Anderson on Decca Records #30403
• Cyril Stapleton on London Records #1754
• Frederick Fennell on Mercury Records #7[illegible]70
MILLS MUSIC, INC.

DRIVE IN SHOW
Eddie Cochran
Liberty
AMERICAN MUSIC, INC.
9100 SUNSET BLVD. HOLLYWOOD CALIF.

Pat Boone
"GOLD MINE IN THE SKY"
Pat Boone (E.P.)
"CATHEDRAL IN THE PINES"
The Hilltoppers
"MY CABIN OF DREAMS"
Pat Boone
"LOVE LETTERS IN THE SAND"
BOURNE, INC.—ABC MUSIC
136 West 52nd St., N. Y. C.

FERLIN HUSKY

SINGS
TWO GREAT POP ROCKERS FROM
THE PARAMOUNT MOTION PICTURE
"MISTER ROCK AND ROLL"

MAKE THIS
ME MOMENT
LIVE OF
AGAIN LOVE

record no. 3790

Capitol RECORDS

It Couldn't Happen To A Greater Guy!

NICK NOBLE

Has The HIT With His Original Of

MOONLIGHT SWIM

COUPLED WITH

LUCY LOU

MERCURY 71169

Mercury RECORDS

LYRIC COURSE GETS SPEAKERS

HOLLYWOOD — Alan Lerner, Richard Adler, Mitch Miller and Dinah Shore head up a roster of guest lecturers who will participate in the sixth annual course in popular lyric writing at UCLA, helmed by ASCAP writer Hal Levy.

Course is the only one of its kind offered in the West, and in addition to discussions and demonstrations of style, attention is paid to problems of copyright, publication, manuscript preparation, song charts, etc.

Previous guests have included Oscar Hammerstein, Johnny Mercer, Harry Warren, Bob Merrill and Arthur Schwartz.

New C.&W. Talent Office In Nashville

NASHVILLE—Eddie Crandall, former personal manager to Marty Robbins and Andrew Williams, "Grand Ole Opry" performer, have opened offices at 2808 Franklin Road here to book "Grand Ole Opry" and other c&w talent. In addition to handling individual acts, the new firm will frame a number of country music packages for road tours, Crandall says.

Already contracted to work under the Crandall-Williams banner are Autry Inman (Decca), Gordon Terry (Cadence), Melvin Endsley (RCA Victor), Billy Gray and His Western Okies (Decca), and Stonewall Jackson (Columbia). The company will also engage in promotion and personal-management work, Crandall reports.

Denver Music Fest Balks Weatherman

DENVER — More than 45,000 people attended the summer music festival that closed here this week, according to Helen Black, manager of the Denver Symphony Orchestra. The annual summer event at the Red Rock Amphitheater in the foothills west of here drew visitors from nearly all 48 States and a dozen foreign countries.

The series opened July 2 with "A Night in Vienna," followed by pianist Alexander Uninsky, violinist Roman Totenberg and clarinetist Reginald Kell. South Pacific" drew capacity crowds for the eight run in July, as did the Royal Danish Ballet. Biggest crowd-getter of the season was "Die Walkure," which had to be given in three different portions due to rainouts. Inclement weather early in the season cut deeply into the box office but later performances salvaged some of the anticipated 60,000 mark for the season.

Ink Jocks to R&R TV Show

NEW YORK — Doug "Jocko" Henderson will emcee an hour and a half rock and roll disc show over WATV, Newark, N. J., starting September 16.

The program, which will spotlight rec. disks and guest stars, will be aired from 6 to 7:30 p.m. Monday thru Friday. Jocko's new set-up makes him just about the busiest rock and roll spinner in the country. In addition to his daily TV show, he will continue to do his nightly 10 p.m. to midnight stint over WDAS here and his daily 4 to 6 p.m. show over WDAS, Philadelphia—latter by wire from his home.

COOL PARTY

Freed Plays Host to R&B Toppers

STAMFORD, CONN. — Many top rhythm and blues traders attended Alan Freed's annual party at his home, Greenwiche, last Monday (26). Among those present were Bob Bolontz, Vik Records exec. chief; Bob Thiele, Coral Records exec. head; and wife, Jane Harvey, Roulette Records thrush; Sam Clark, prexy of ABC-Paramount Records, Morris Levy and Joe Kolsky, owner and vice-president-sales manager respectively of Roulette Records, Johnny Halonka and Harry Apostoleris of Alpha Distributors, Bob Leder and Bob Smith of radio station WINS, New York; attorney Warren Troub, Jerry Wexler, Herb Abramson and noted member of the Turkish Automobile Club, Ahmet Ertegun, all of Atlantic Records.

Personalities from radio, television, records and film world were also present. Music was provided by Lenny Kirkland, Big Al Sears, Law Morris, Paramia Francis and vocalist, Teddy Randazzo. Climax of the evening was an involuntary dunking in Freed's pool.

Decca, Mills, ABC Plot Big Soler Push

NEW YORK — In a unique classical music promotion, Decca Records, Mills Music and the American Broadcasting Company next week will return to the active repertoire music buried in the archives of a Spanish monastery for the past 200 years. Only a few works by the 18th Century padre, Antonio Soler, were known until American pianist Frederick Marvin journeyed to Spain to follow up tenuous leads that Soler had probably written more. After a diligent search, during which Marvin donned a monk's habit, and lived as a padre, the performer found more than 150 new Soler compositions.

Signed to an exclusive Decca pact upon his return to the United States, Marvin recorded nine Soler sonatas and an orchestral work, "Fandango," which the diskery is releasing in September. The music, meanwhile, is being published by Mills here and in England.

American Broadcasting has arranged two full half-hour radio programs to preview the recording and acquaint the ears of the unseen diskeyes. The Marvin disk will be played in two programs on the Allen Dross "Festival" hour September 14 and 21. Dross goes on September 21.

Overall campaign is by Mills of New York and its subsidiary in Canada.

Sharina Sues on 'Silver Sands'

MEMPHIS — Sharina Music Company has filed suit in Chancery Court of Shelby County, Tenn., claiming infringement of its common law property rights in "Wind Silver Sands." Suit was filed against C. G. Matthews, W. E. Fellows, Inc., Old Hickory Music, Inc., and O. J. Rosalie Company, Inc.

Plaintiff claims that all defendants violated the rights of the complainant. C. G. Matthews, Clarke Reinhardt and Mel Brown, Clarke Reinhardt and C. Hart were assigned to Sharina Music.

A temporary injunction against the disk was granted last week by Chancery Court pending a hearing September 6.

Sonotapes to Intro $6.95 Stereo Line

NEW YORK—Sonotapes, the recorded tape division of Westminster Records, is introducing a low-priced stereo tape line at $6.95. Called the 7000 Series, these stereo tapes will include symphonic music, popular short classics, operatic items, pops and, for collectors of the unusual, such items as "Sounds of the Subway."

Many of the classics were recorded this summer in Europe under the batons of Artur Rodzinski and Herman Scherchen. The firm stresses that the classical items are complete, not excerpts. For instance, Tchaikovsky: Nutcracker Highlights" includes selected items from the Nutcracker Suite but each item is a complete selection from the Suite.

Three other types in the 7000 series for September release are: Tchaikovsky's 1812 Overture, Viennese Waltzes by Waldteufel and Lehar and "Deutschmeister on Parade" a group of German band pieces.

Sonotapes intends to back up their new 7000 Series with a national ad and promotion campaign, brochures, counter displays and floor racks.

PERSONAL APPEARANCES

Gordon MacRae Cocoanut Grove, Los Angeles . . .

Capitol Records artist Gordon MacRae unveiled new versatility in his current Cocoanut Grove outing, a smash hit with the customers. Generally regarded strictly as a schmaltzy attraction, he emerged with a biting sense of humor and a wet comic's timing as well.

Show started off like a lullaby, with standards such as "If I Loved You." It wasn't until a takeoff on Oklahoma that things began rolling.

MacRae, assisted by wife, Sheila, parodied the ballads as they might have been done by Peter Lorre, Zsa Zsa Gabor and other character actors. Following this he went into an imitation of Elvis Presley and modern romantic music that would have had the ringsiders rolling in the aisles if there had been any aisles.

Windup was more conventional MacRae, with the soliloquy from Carousel providing the clincher. If some of the new generation rifle off mint-fine platters he could come up with that classic gold disk yet.

Van Alexander arranged and conducted. Freddy Martin ork provided foot-tapping as usual.

Bob Spielman.

Frank Feudin'

• Continued from page 14

posed to a dir. men owning pub lishing companies.

Meanwhile Sinatra, who records many of his own copyrights, and also shares in a diskery, Tabb Records, added to his publishing action. He and Sammy Cahn produced Sinatra Music, Inc., a company originally organized by the singer, also owned by his records Nancy and their children. Sinatra Sons is to be divorced into one of the singer's own firms, Spindle Music.

As the week closed Sinatra took off for Paris, following completion of 11 television so far upcoming ABC-TV series. Latter are made up of eight musicals and four dramatic shows. Debut is in October.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

WELK'S 7TH YEAR AT ARAGON

HOLLYWOOD — Maestro Lawrence Welk notches another milestone in his career this week as he begins his seventh consecutive year and 313th week at the Aragon Ballroom here, a record for any band at any dance hall in the country.

With 158 network teleshows via ABC under his belt, Welk is now the only personality on video with two full-hour shows on each week. Since 1951, Welk has also played to 2,500 ABC radio shows via his "On the Air From the Aragon" program.

New owners of the ballroom, recently purchased by CBS and the Santa Anita Turf Club, plan special festivities to mark the anniversary.

Music as Written

Maurie Rose Plants 'Pajama Game' Gimmick . . .

Maurie Rose, topper at Columbia Record Distributors, Cincinnati, had localities talking and staring last Wednesday (28) with a promotion gimmick that found two models parading the downtown streets in pajama tops, flashing on passerbys the cover on Doris Day's "The Pajama Game" Columbia album to herald the opening of the motion picture of the same name at the local RKO Palace Theater. The half-clad lassies made every newspaper and radio station in town to drop off a copy of Miss Day's Columbia album. They started the ball rolling with a special presentation to Mayor Charles P. Taft at his City Hall office Wednesday morning. Rose's gimmick was employed in exactly the same fashion in Columbus, O., where "The Pajama Game" flicker opened Thursday (29).

Elsie Garrison Retires From Victor Post . . .

Elsie Garrison, a Victor Records employee for the past 45 years, retired last week. Miss Garrison originally joined the Victor Talking Machine Company, artists and repertoire department, as a stenographer in 1912.

More recently she has served as historian for the company.

Cleffers Hit Name Artist Platter Bonanza . . .

Songwriters Frankie of Blue's Ballads and Kenny Jacobson have landed a batch of current disks by name artists, included are Guy Mitchell's Columbia disk, "Cafe for the Blues," Tessie Brewer's Coral offering, "Book to Love" Four Lads' "Invisible Hand" on Columbia, Don Rondo's "Forsaking All Others," Columbia and Jimmy Bowen's "Don't Tell Me Your Troubles" Rockette.

New Diskery Debuts First Release

New record firm Dotted Eighth Records, is releasing its first disk, a 12-inch LP by Art Hodes, jazz pianist. Label plans to specialize in jazz packages, eventually getting into singles and perhaps a fiddle series. Firm is headed up by H. Daniel Birchard Jr. with headquarters in Indianapolis. Additional disking sessions are scheduled for New York sery shortly.

New York

Columbia artist Jerry Vale opened to a packed house Tuesday (27) at the new Shell House, Island Park, L. I. With Jerry at the opening were Mr. and Mrs. Paul Insetta and Mr. and Mrs. Frank Campagna. Frank is record promotion manager for Times Columbia Distributors.

A New Star Is Born With DOUBLE SMASH HITS!

DOTTIE FERGUSON

Darling It's Wonderful
AND
Happy, Happy Birthday Baby

MERCURY 71182

Mercury
REG. U.S. PAT. OFF.
RECORDS

ZOOM...ZOOM...

THE DIAMONDS

are off to Hitsville with

ZIP ZIP

COUPLED WITH

OH HOW I WISH

MERCURY 71165

Mercury RECORDS

S.&S. Moppet Bid Scores Big

• Continued from page 11

$3.98 LP's, and some that have been—and still are available in the higher-priced Record Chest package series. All carry full-color art work. These will include Walt Disney's Song Parade," "A Child's Introduction to the Orchestra," "Intro to the Great Composers," "Intro to Gilbert and Sullivan," "Sixteen Great Songs of the West" with Dale Evans and Roy Rogers, "Tubby the Tuba," "Golden Treasury of Mother Goose," "Golden Fireside Record of Folk Songs," a coupling of "Peter and the Wolf" and "Wizard of Oz," and "Most Loved Christmas Songs." Dealers may order a minimum of 25 assorted.

S. & S. is claiming that these new 12-inch disks, made by injection molding, are hi-fi, but more durable than the average LP. They are thicker than regular LP's, and carry less grooves to the inch. Thus, according to Coldera's manager, Arthur Shinkin, they can withstand rough use from cheap phones, bad needles and energetic tots. Also they resist warping.

Holdovers

Certain items held over in the S. & S. line include Rodgers and Hammerstein Saturday Matinee," formerly $4.98, but now $1.98, and "Songs of the Pogo," which stays at $4.98.

One new item will bow in at $4.98—a de luxe book-disk combination "Bible Songs and Stories," with 16 songs composed and sung by Terry Gilkyson, and narrated by Mitch Miller. The story book has 24 pages, illustrated in full color, and is independent from the actual disk material.

For dealers and distribs who still have some of the LP's bought at the old prices, S. & S. sales chief Bob Bernstein has guaranteed inventory protection.

Also coming at the end of this month will be Golden's first line of 25-cent 45 r.p.m. disks. Up to now, the two-bit platters have been on 78 only. At first, the line will include only public domain material. However, the dickery is hopeful that the government may repeal the excise tax on 25-cent disks in the near future, in which case, name artists and copyrighted material can be added.

For S. & S. whose Little Golden line led the way some years ago into mass marketing of disks, this new LP line represents its first attempt to introduce a high-ticket product into that same mass market, altho there is no shortage of $1.49 and $1.98 labels around today. Bernstein points out, however, that the Crosby LP's are at least one dollar cheaper than any other Crosby sets available on several different labels, and that $1.98 is an accepted price to the impulse-buying locales. By issuing 12 sets simultaneously, the outfit is after mass displays. It has prepared a three-color floor "dump display" to hold 75 records, plus colorful streamers, cardboard displays and special mailing pieces, all provided free.

As in the past, the outfit is selling several different types of jobbers in each territory, supplying record distributors, rack jobbers, syndicate stores, toy jobbers and book jobbers. In this manner, it claims that its new line will have the largest initial distribution of any LP's on the market.

Promotion plans include a disk jockey contest to be run by as many as 500 deejays across the country, who will award over 9,000 prizes to listeners. Jocks will play the "Ah Buba" disk every day, and ask listeners to send in their names and phone numbers on cards. Each day listeners will be called and asked to identify one of the tunes being played at that time. Correct answers will win prizes.

Next Sunday (8) S. & S. will break its trial and error same set in the New York Times Book Review section. This will solicit direct mail by profit-interested will be used to underwrite further magazine ads which will attempt to boost trade sales. S. & S. says the low price of the disks ordinarily would not provide enough profit margin for such ads.

Disks Internat'l

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For disk manufacturers, publishers and artists, the market is no longer simply a domestic one, limited by national boundaries.

Best Selections

One of the highlights of the Festival will be a selection by a panel of outstanding records in various musical categories, including symphonic, classical, vocal, variety, jazz, etc. Prior to final selection by an international jury, the disks will be screened by national panels.

At a later date full details of the competition, together with the system of awards, will be published in The Billboard.

The Festival will also include a Record Workshop, providing opportunity for representatives of the international disk industry to study aspects of manufacturing, technical problems of high fidelity, care of records in factories, hospitals and stores, problems of promotion and selling.

It is also intended to set up a permanent exhibit of LP record jackets. Other details are being crystallized.

Decca Snares

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Blondell, and will feature Dick Williams, Alice Pearce, Alan Bunce, Norma Douglas and Peter Conlow.

A number of jazz instrumental stars also will be connected with the production.

Show breaks in at New Haven, Conn., from September 13 to 21, plays Philadelphia September 24 to October 12, and opens here at the Martin Beck on October 17. Decca will release the album shortly after the Broadway opening, and also will issue singles on selected tunes by some of the label's top artists.

In addition, Decca is coming out with two more in a string of film score LP's this week. One is the Frank Skinner score from Univer's sub-Internationale "Man of a Thousand Faces," and the other is from RKO's "Run of the Arrow," which flick is being released thru U-I. Latter score is by the late Victor Young.

Victor Rack Line

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will begin in the next week or two.

According to Victor's Irvin Fair, who heads the company's rack and syndicate selling, the recorded material consists entirely of standard pop tunes newly recorded in hi-fi specifically for the series. The series itself, to be laid on the basis of a disk a week for 12 weeks, will be tagged the "R. A. Custom for Hi-Fi Living Stereo," there will be 12 top standards in each 12-inch set.

This represents the first time Victor has ventured to sell directly to rack jobbers without employing its distributors. The company's Camden line, which includes disks in all categories in same sizes, sells at $1.98, and is handled by Victor distributors. The RCA Victor line does not enter into the sale of this initial series.

Cleffer-Pub Copyright Ills

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as appeal to widow and children. Other examples of problems arising from the decision, i.e. the fact that California is a community property State, were discussed at the meeting.

Warren Raps Stalemate

The renewal problem is raised in other quarters as well, particularly by writers who penned a good deal of pretty and show music in the late '20s and early '30s. Veteran tunesmith Harry Warren pointed to an existing stalemate between himself and a number of publishers, in which the latter allege that Warren was "an employee for hire," while Warren claims that he did not receive a salary but did receive an advance against royalties. Songs involved, according to Warren, are "You're My Everything," "Would You Like to Take a Walk" and numerous other hit standards he penned for motion picture and the Broadway stage.

Warren's case is hardly unique, with other contemporaries of his coming up against the same problems. In some cases, the publishers have seen fit to settle handsome payments upon the writer in return for the renewal rights to important compositions. This was the case with Carmichael vs. Mills some years ago, in which "Stardust," among others, was involved. The value of such rights is easily seen today, with "Stardust" a current Billy Ward hit on Liberty.

At best the situation only serves to spotlight what many in the industry believe to be a basic inadequacy of the copyright laws themselves. John Shulman, Joe Dolan, Judge Yankwich, Bob Burton and numerous other legalities in the industry have repeatedly called for a copyright term comparable with that of many European countries, specifically, 75 years after the death of the last surviving author. Such a change, it's pointed out, would do away with the renewal problem and more adequately protect the interests of authors, publishers and heirs.

Mercury Extends

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ventory for trade-in. August 31 was original expiration date.

So heavy was the business produced by the plan, Green said, that it caused the biggest August billing in the company's history. The response was three times what company execs anticipated, he added.

Gist of the plan is that dealers were allowed to turn in 78 was of any label on a 100 per cent credit against purchase of Merc LP's, provided the purchase was five times the amount of trade-in. Dealers appeared to be universally responsive to the opportunity to slim down—or eliminate—their sluggish 78 inventories.

Green said he doubted that the heavy August activity would later be substituted from the normal movement of Merc packaged goods. The label plans the release of 30 LP's in a September-October splurge which, he judged, would buoy up the volume and support normal sales activity.

Cap Broadside

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firm's "W" series at a $4.98 suggested list, latter titled Sweet Are You. Additional sets are by Harry James, Gordon Jenkins, Carole Simpson, Gordon MacRae, Ray Anthony, Miss Staton, Johnny Pecon, Marisha Data, Ferlin Husky, the Andrews Sisters, the Four Freshmen, and a set pairing Nappy Lamare and Ray Baudue.

Classical wax is topped by the first domestic recording of "The Planets," by the Los Angeles Philharmonic with Leopold Stokowski conducting. Others are by Leonard Pennario, the Hollywood Bowl Symphony Orchestra conducted by Carmen Dragon, Rudolph Ganz, by and the Roger Wagner Chorale with the Hollywood Bowl Symphony.

Merchandising Kits

Merchandising aids will come to the dealer completely packed in a "Magic in Music" display kit. Latter contains a "Magic in Music" streamer, a set of miniature rabbits with full-color album reproductions for use as store hangers, digest displays of the Frank Sinatra, Leonard Pennario and Hollywood Bowl packages, a new Harry James divider page, and full-color streamers for the Nappy Lamare, Dakota Staton, Carole Simpson, Page Cavanaugh, Four Freshmen and Ferlin Husky albums.

Disk jockeys throughout the country will receive a two-pocket DJ Preview Kit containing excerpts of all September merchandise, in addition to bulk allocation of complete packages for dis. Subscribers to the firm's popular and musical programming service will also receive the firm's new package.

Additional merchandising aids, album display frames and a new eight-page full-color consumer folder for all August and September classes will be available for dealers.

The firm's September program was unveiled for branch and distributor personnel last weekend, with salesmen to start pitching the new albums September 2.

Carlton Diskery

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Records, Kapp and other labels as symptomatic of the opportunity for fast growth.

Papers for the corporation, Carlton stated, are now being filed. He said that many non-music people had offered to join the venture, but that these had been turned down. It is known that investors already in on the operation include top artists and execs.

Headquarters will be on 57th Street, with offices likely to be set up within a couple of weeks. "We will start conservatively," Carlton said, "but the outlook is one of large scope. It boils down to artist merchandising of talent and tunes, and the future includes stereo, tape, etc."

Carlton expressed gratification at the number of friends and supporters anxious to invest on the basis of $2,500 units. Late in the week, 7 had already joined, with a total of more than 50 indicating their intention to do so.

Jazz Festival

• Continued from page 11

sure future interest, participation and attendance, the event could come was a success. According to Pete Long, production manager for the Festival, many changes and new events are scheduled for next year. There will be less field seats, no reserved tickets, a less lengthy program and European jazz artists. The West Coast jazz school will also be represented. Plans to have Shorty Rogers this year fell thru.

To some extent the make-up of next year's Festival will be determined by fans. Questionnaires will be mailed out, and fans will have an opportunity to help decide which groups will appear. It is also planned to have artists from different groups playing together. The selection of a new talent will become a regular feature and will be emulated on a much more extensive scale.

Howard Cook.

They're Swingin' For A Smash Hit!

HEY YOU FACE

COUPLED WITH

I SIT IN MY WINDOW

by THE CREW-CUTS

MERCURY 71168

Mercury RECORDS

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

THE BILLBOARD'S WEEKLY

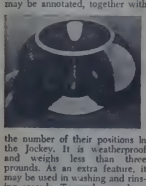
Record & Equipment Merchandising News & Sales Tips

The Colony Music Shop, New York, uses the Capitol display material in a large double window next to the main entrance. Montage-fashion, they have mounted the display on a large backboard. The die-cut, Spectacular sun-bursts are affixed right to the window with their own pressure-sensitive adhesive.

NEW PRODUCTS

Disc Jockey
New Accessory . . .

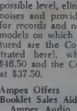
The Conrad Corporation, Los Angeles, is the manufacturer of a new record accessory, the Disc Jockey. The unit holds 90 seven-inch records. The disks roll in and out easily with finger-tip pressure. But once in, the records won't roll out by themselves. In fact, the Disc Jockey may be mounted sideways on a wall. For convenience, the unit rotates on ball bearings. It is equipped with a record locator, a seven-inch disk on which the titles of the records may be annotated, together with



the number of their positions in the Jockey. It is weatherproof and weighs less than three pounds. As an extra feature, it may be used in washing and rinsing records. To wash records, a tub is filled with luke-warm water in which a mild detergent has been mixed. The records, Disc Jockey and all, are immersed and swished around. This wash-fill removes all harmful grit and grime. The Jockey is also equipped with a protective hood which keeps out all dust and dirt. The Disc Jockey sells for under $10.

Rockbar Corporation
Debuts New Changers . . .

The Rockbar Corporation, U. S. reps for Collaro changers and players, announces three new changer models for the 1958 Collaro line. A special feature on two of the models is a transcription-type tone arm. The arm is a one-piece, spring-damped, counter-balanced unit which will accept any standard cartridge. Tracking pressure is said to be virtually constant and variation is less than a gram. The firm says that the arm reduces vertical and horizontal friction to the lowest



possible level, eliminating surface noises and providing longer life for records and needle. The two models on which the arm is featured are the Continental (illustrated here), which retails at $46.50 and the Conquest, priced at $37.50.

Ampex Offers
Booklet Sales Aid . .

Ampex Audio, Inc., manufacturers of stereophonic home music systems, is introducing a 16-page booklet to help dealers sell their line. The booklet, in full color, explains the nature of stereophonic sound and tells how it may be enjoyed in the home. The newly styled Ampex models are shown individually in full color, each in an attractive home setting. Styles, finishes and accessories are described and specifications and operating characteristics are given. Copies of the booklet are free upon request. They may be obtained by writing to The Billboard or directly to Ampex, 1020 Kifer Road, Sunnyvale, Calif.

'BUY BRAINS AT BUTCHER'S'

This Dealer Sells Disks, Not Opinions

By BERNIE ASBELL

CHICAGO—"I'm here to sell records, not to criticize them," declared Little Al, surveying a storefull of browsers during lunch hour in Chicago's busiest downtown street. This policy and agressive merchandising techniques have made Al Tenamer the owner of four busy record shops and one of the most successful retailers in the country.

"My personal tastes are not my customers' business and their tastes aren't mine," he continued. "If they're looking for brains they can go to the meat market. If they want records, I hope they come to me, because you can bet I got the record in stock."

While impartiality is the rule at Little Al's (that's the name of each of his shops, and most customers have never even heard his surname), so is enthusiasm: Whenever I hire a new clerk, I tell him to flip over any album in a browser box and every one is good. Look here's one, 'Copelia Ballet' by Delibes. He's dead, so he must be more immortal than I am. Who am I to have an opinion? Give the customer what he wants.

"I'll tell you why I like this business. I used to own a food mart. I couldn't return 5 per cent of my old butter or fruit or eggs. I couldn't turn in beans fer tomatoes on a 100 per cent exchange privilege, and those items were a whole lot more perishable than music. Also I notice if I go out and buy two cars, I don't get a third one free."

Little Al's success, however, is not based on the record business being milk and honey (on 5 per cent return). It is based chiefly on customer confidence that if the record exists Al's got it. Also on carefully stocked "I have learned," Al points out, "that 70 per cent of my business is done with 30 per cent of my inventory. That means I must have 100 per cent of that fast moving and 30 per cent always on hand. Then 70 per cent of my business is guaranteed. Follow me, I'll repeat it." He did. Especially on singles. I consider it a capital crime to run out of any of the top 40. The same with any of the standard sellers on any label. After that, I do the best I can with the other records and I stay in good shape. The way to sell singles is easy. Ride the winner hard. Once it's a winner, don't coast on it, push it. That's when you get the mileage out of it."

A sign on Little Al's wall keynotes the attitude he tries to create in his shops. It reads: "It is more pleasant to spend money than to work for it. So do it."

He emphasizes that he is in the business of selling pleasure and his newest shop on downtown Randolph Street looks it. Pods all over his shop are strewn with pastel-down album covers in a happy arrangement. Molding racks along his walls support under albums, two levels of LP's, and six levels of EP's. "I display as many covers as I can without cluttering the walls."

All his browser boxes—150 in all—are painted black to highlight the gay colors of the album. In a special group of these browsers, he pushes sampler albums at $1.98. "Samplers, notes Little Al, "appeal to two kinds of customers. The price-conscious one is satisfied by them. The inquisitive one gets his appetite worked up. So I keep them both happy."

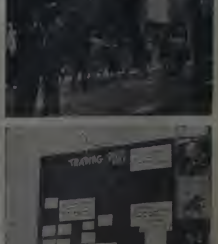
He maintains a large inventory of 78 r.p.m. albums, many offered at premium collector prices. All these are stored on shelves below the browser boxes. "They get display," he says, "but in otherwise wasted space. So I'm not paying rent to expose them."

Al steadfastly claims he never cuts a price for a retail customer. "I'm surrounded by discounters, but customers know I've got the records. The discounters know what their standard of living is and I know what mine is. I can't cut a price without cutting my standard of living. Mail order clubs? I like them. They create more addicts for record. And I like to be the pusher."

Little Al's front window has a special picture frame display labeled "Your Best Buy" in which a different album every week is highlighted. It is a big attention-getter and traffic-stopper.

A couple of carefully screwed line drawings right on the wall identify this section of Little Al's store as the biddie record department. And, if the customers don't get the idea, the accent all the way down the end says "For Kids."

RIGHT: Pedestrians can't very well miss Little Al's huge sign outside his Randolph Street store. The legend "Records, Records and More Records" is a Little Al trade-mark.



A special feature of the store's decor, below, is Little Al's use of albums. Notice how the three large pillars are covered with the colorful reproductions of the album covers. It would be hard to find wallpaper as attractive, and besides, wallpaper doesn't sell albums. These full color reproductions are also used to decorate the check-out counter.

Little Al's Trading Post at right, below, is a special service offered to hi-fi bugs. At no cost, a customer may place a notice on the board offering to buy, sell or trade hi-fi components. Many customers come in to see what's on the bulletin board, and up by buying a record or two. As you might expect, Little Al also posts a few notices. Currently, he's pushing diamond needles in a notice that says, "Diamonds Are a Record's Best Friend."

three to GO!

teddi king

I WAS A CHILD TILL TONIGHT
c/w **THEN IT STARTS AGAIN**
with Hugo Winterhalter's Orchestra and Chorus
47/20-7026

bonnie scott

SUGAR CORSAGE
c/w **I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME**
47/20-7025

perez prado

LEYENDA MEXICANA
(Legend of Mexico)
c/w **BEAUTIFUL MARGARET**
47/20-6990

America's favorite speed... 45 RPM RCA VICTOR

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop Albums

FOR SURVEY WEEK ENDING AUGUST 24

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

1. LOVING YOU—Elvis Presley.....RCA Victor LPM 1515
2. AROUND THE WORLD IN 80 DAYS—Sound Track.....Decca DL 9046
3. MY FAIR LADY—Original Cast.....Columbia CL 5090
4. LOVE IS THE THING—Nat (King) Cole.....Capitol W 824
5. A SWINGIN' AFFAIR—Frank Sinatra.....Capitol W 803
6. OKLAHOMA!—Sound Track.....Capitol SAO 595
7. HYMNS—Tennessee Ernie Ford.....Capitol T 756
8. WE GET LETTERS—Perry Como.....RCA Victor LPM 1463
9. THE EDDY DUCHIN STORY—Sound Track.....Decca DL 8289
10. THE KING AND I—Sound Track.....Capitol W 740
10. FILM ENCORES—Mantovani.....London LL 1700
12. SONGS OF THE FABULOUS FIFTIES—Roger Williams.....Kapp KXL 5000
13. *JUST A CLOSER WALK WITH THEE—Pat Boone.....Dot DEP 1056
14. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
15. JACKIE GLEASON PRESENTS MUSIC FOR THE LOVE HOURS.....Capitol W 816

ATTENTION! You will note this chart has been extended to 25 places. The Pop Albums Coming Up Strong chart is being eliminated in order to feature more best-selling albums each week.

16. AN EVENING WITH HARRY BELAFONTE.....RCA Victor LPM 1402
17. HERE'S LITTLE RICHARD.....Specialty SP 100
18. **LOVING YOU—Elvis Presley.....RCA VICTOR EPA 2-1515
19. STEADY DATE WITH TOMMY SANDS.....Capitol T 848
20. ELVIS PRESLEY.....RCA Victor LPM 1254
21. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
22. ***LOVE ME TENDER—Elvis Presley....RCA Victor EPA 4006
23. ELVIS—Elvis Presley.....RCA Victor LPM 1382
24. ROARING TWENTIES—Charleston City All-Stars.....Grand Award GRD 33-340
25. SOUTH PACIFIC—Original Cast.....Columbia OL 4180
25. ****FOUR BY PAT—Pat Boone.....Dot DEP 1057

* Not available as a pop album. Available only on Dot DEP 1056
** Available on RCA Victor EPA 2-1515 and as a pop album, RCA Victor LPM 1515
*** Not available as a pop album. Available only on RCA Victor EPA 4006.
**** Not available as a pop album. Available only on Dot DEP 1057.

Most Played by Jockeys

FOR SURVEY WEEK ENDING AUGUST 24

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. A SWINGIN' AFFAIR—Frank Sinatra.....Capitol W 803
2. LOVING YOU—Elvis Presley.....RCA Victor LPM 1515
3. LOVE IS THE THING—Nat (King) Cole.....Capitol W 824
4. WONDERFUL, WONDERFUL—Johnny Mathis.....Columbia CL 1028
5. FOR DANCERS ALSO—Les Elgart.....Columbia CL-1008
6. DANCE TO THE MUSIC OF LESTER LANIN.....Epic LN 3346
7. WE GET LETTERS—Perry Como.....RCA Victor LPM 1463
8. SARAH VAUGHAN SINGS GEORGE GERSHWIN.....Mercury MGP-2-101
9. VELVET BRASS.....Capitol W 859
10. RING AROUND ROSIE—Rosemary Clooney & The Hi-Lo's.....Columbia CL 1006
10. AROUND THE WORLD IN 80 DAYS—Sound Track.....Decca DL 9046

Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Popular Albums

BELAFONTE SINGS OF THE CARIBBEAN (1-12")—Harry Belafonte. RCA Victor LPM 1505

This well-produced package is must inventory, of course. The performances are—to put it flatly—terrific—full of style and individual interpretation. Included are "Scratch, Scratch," "Love, Love Alone," "Cocoanut Woman" and many more. An attractive cover in color is an eye catcher. Buy it.

MARVELOUS MILLER MOODS (1-12")—Glenn Miller Army Air Force Band. Victor LPM 1494

The late Glenn Miller's name still has potent sales appeal for collectors and nostalgic middle-agers. These sides, a group of standards culled from his NBC radio shows, reflect sufficient "Miller mood" to satisfy his loyal fans. Vocals by Johnny Desmond. Set is a "Save on Records" package, and sides previously were in the "Limited Edition" volume.

LAWRENCE WELK FAVORITES (1-12"). Coral CRL 57139

Welk is still going strong on TV and his 17th Coral album should keep his best selling album record intact. His eminently commercial, danceable beat is showcased on seven hot-key instrumentals, while the remaining sides spotlight pleasing vocals by the Welk crew—Alice Lon, the Lennon Sisters, Larry Hooper, Bob Lido and Aladdin.

AROUND THE WORLD (1-12")—Frankie Carle Ork. RCA Victor LPM 1499

Carle with his unique piano mastery presents selections that form a musical journey "around the world." Numbers include "Under the Bridges of Paris," "Blue Hawaii" and "South American Way." Carle maintains his popularity with the elder dance set, and the package should move well for those seeking relaxed and varied dance rhythms.

Classical Albums

BERLIOZ: SYMPHONIE FANTASTIQUE (1-12")—Philharmonic Symphony Ork of N. Y., Dimitri Mitropoulos, Cond. Columbia 5188

A very satisfactory dubbing of a brilliant score. The orchestra under Mitropolous has formidable competition from other versions but the "Buy of the Month" price of $2.98 will attract most buyers. Demonstrate the familiar dance motif of the second movement.

THE SEA: DEBUSSY: LA MER IBERT: PORTS OF CALL (1-12")—Boston Symphony Ork. Charles Munch, Cond. RCA Victor 2111

Outstanding packaging and sound are assurances of a big sale for this fall feature. However, Munch doesn't command the most magical "La Mer" imaginable. Big name competition for both casual longhairs and connoisseurs is represented by Toscanini, Ansermet and Monteux—latter with a comparatively recent version also with the Boston. Nevertheless, a strong chart possibility.

THE FIVE BEETHOVEN CONCERTOS (5-12")—Rubinstein, Symphony of the Air (Krips). RCA Victor LM 6702

The limited edition features a bargain rate whereby the set of five LP's may be purchased for the price of four. This buy incentive coupled with successes of Rubinstein's recordings of Beethoven's Piano Concerto No. Two and Grieg's "Piano Concerto in A Minor" make the set a natural. These recordings hit the best selling, classical music chart, and this package can follow suit.

VERDI: RIGOLETTO (1-12")—Roberta Peters, Jussi Bjoerling, Robert Merrill, Georgio Tozzi. Rome Opera House Ork and Chorus. Jonel Perlea, Cond. RCA Victor 6051.

This de luxe package should be one of the hottest items on the market this fall. Beautifully packaged (with a special 35-page bound-in insert featuring the Italian-English Libretto) yet regularly priced, the album is loaded with commercial name power and quality performances. It was recorded in the Rome Opera House in June, 1956. A must for all dealers.

TSCHAIKOWSKY: VIOLIN CONCERTO (1-12")—J. Heifetz, violinist. Chicago Symphony Ork. Fritz Reiner, Cond. RCA Victor 2120

This almost too popular concerto gets expected brilliant treatment in the hands of Heifetz and Reiner. It's a worthy successor to the excellent version Heifetz recorded with the Philharmonia Ork under Susskind utilizing Victor's new triple-track recording.

VIENNA (1-12")—Chicago Symphony Ork. Fritz Reiner, Cond. RCA Victor 2112

It was a pleasant surprise to detect a noticeable improvement in sound quality in some of RCA Victor's new "Best Buy" offerings, thanks to new triple-track technique. This Vienna album is a case in point. The bass drum, particularly, comes across with scalp-tingling realism. The program is one of familiar waltzes in a surging interpretation. The packaging is terrific and includes a text on Vienna by Joseph Wechsberg, handsomely illustrated with photos of Viennese landmarks. Sure-fire.

STRAVINSKY: PETROUCHKA, THE FIREBIRD SUITE (1-12")—Paris Conservatoire Ork. Pierre Monteux, Cond. RCA Victor 2113

Superb recording should have no difficulty moving despite heavy competition from other interpretations of the ballets. Monteux's recording of "Le Sacre Du Printemps" continues to sell well and this can move strongly as a companion package.

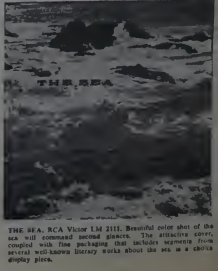
LALO: SYMPHONIE ESPAGNOLE; VIEUXTEMPS: CONCERTO NO. 4 (1-12")—Z. Francescatti, Violin. Phil. Symph. Ork of New York. (Mitropoulos) Philadelphia Ork (Ormandy). Columbia ML 5184

Exceptional vitality and intensity coupled with secure intonation and dexterity confer distinction on this disk. While Lalo's work has been essayed by most of the contemporary virtuosi, Vieuxtemps' Fourth Concerto has no competition in current catalogs. Realistic recording captures Francescatti's often rhapsodic flair, and heightens effect.

FRANCK: SYMPHONY IN D MINOR (1-12")—Boston Symphony (Charles Munch). RCA Victor 2131

Munch is very much at home with the colorful, dramatic score and the Boston orchestra has

— Album Cover of the Week —



THE SEA, RCA Victor LM 2111. Beautiful color shot of the sea will commend second glances. The attractive cover, coupled with fine packaging that includes segments from several well-known literary works about the sea, is a choice display piece.

few ... in achieving such brilliance and purity of tone. These factors, combined with the popularity of the work, should result in heavy sales. An appropriate beautiful full-color cover will attract the impulse buyer.

PUCCINI: LA BOHEME (2-12")—Soloists of Tatro alla Scala (Votto). Angel 35471-2
Big attraction is Maria Callas whose sensational Met debut last season and attendant publicity adds sales value. Callas scales her voice to the role of the weak Mimi which makes for strong dramatic values. She is strongly supported by Giuseppe de Stefano whose Rudolpho is clean and brilliant. The usual elegant Angel packaging includes a handsome 22-page libretto and program notes, nicely illustrated.

Jazz Albums

THE SWINGIN' MISS "D" (1-12")—Dinah Washington. Mercury MG 36104
Swingin' is correct. Dinah's outstanding technical equipment and quality is matched to a set of swinging, modern arrangements by Quincy Jones. The material comprises great show tunes, as "They Didn't Believe Me," "Makin' Whoopee," etc., some Latin-flavored standards as "Caravan" and "Perdido," etc. Knowledgable jocks and buyers will be especially interested in the instrumentation. It's a big band, with a flock of class musicians, and dealers' clerks should be aware of this fact. The liner note material is very informative in this regard.

Special Merit Jazz Album

THE HARLEM JAZZ SCENE 1941 (1-12")—C. Christian & Dizzy Gillespie. Esoteric ES 548
The collectors know all about the tracks on this 12-incher. They are the sides Jerry Newman cut uptown at Minton's and Monroe's when bop, or modern jazz, was being born, and they are among the most illuminating and exciting performances ever transferred to disks. Here are the most extended solos by the late Charlie Christian—model for all electric guitarists—and some fascinating early, germinating Gillespie. Also some fine Don Byas, and another tenor who might be the late Chu Berry. Plenty of rough spots, but it's a "must" volume.

Spoken Word Special Merit

T. S. ELIOT READS HIS FOUR QUARTETS (1-12"). Angel 45012
The poet's works here are "Burnt Norton," "East Coker," "The Dry Salvages" and "Little Gidding," all of which are in five "movements," and developed in a sort of symphonic style. These magnificent philosophical poems benefit greatly from the author's illuminating readings, which will be welcomed readily by students and savants. For this sort of fare, the $3.98 Library Series price represents quite a bargain.

Sound

GRIEG: MUSIC FROM PEER GYNT (1-12")—Royal Philharmonic Ork, Beecham Choral Society (Beecham). Angel 35445
Distinctive presentation of incidental music to Peer Gynt includes original choral settings for some sections and soprano solos for "Solveig's Song" and "Lullaby." Beecham's interpretation is far more subtle and informed than most, and the recording underlines his attention to nuance by its range, spaciousness and clarity.

• Reviews and Ratings of New Albums

Classical

MOZART: SYMPHONIES 39 & 40 (1-12")—Royal Philharmonic Orch. (Beecham) Columbia ML 5194 .. . 86
Despite heavy competition on both works from nearly every name conductor, these are the up-to-date Beecham recordings that the connoisseurs have been waiting for. In many classical shops it will be a best seller. The readings live up to expectations, with Beecham verve, pulse, grandeur and penetration. Excellent sound.

OVERTURES: ROSSINI: W. TELL; OFFENBACH: ORPHEUS; SMETANA: BARTERED BRIDE; THOMAS: MIGNON; SUPPE: BEAUTIFUL GALATEA (1-12")—Philadelphia Orch. (Ormandy) Columbia ML 5286 .. 81
Impeccable playing is matched by excellent recording in these most recent renditions of often-recorded overtures. "Mignon" overture alone has not suffered from too much attention by manufacturers. However generally bright tone of present collection places it easily among the leading contenders for attention.

OFFENBACH: LA PERICHOLE (1-12")—P. Munsel, T. Uppman, C. Ritchard. Metropolitan Opera Orch. and Chorus. Jean Morel, Cond. RCA Victor LOC 1029 78
Condensation of Metropolitan Opera's English version of Offenbach's witty opus. Cyril Ritchard handles narrative and central role in debonair fashion. Patrica Munsel and Theodor Uppman are primarily responsible for vocal interest. Release spans opera and operetta categories and can be sold to customers of both.

STRAVINSKY: PERSEPHONE (1-12")—New York Phil. (Stravinsky) Columbia ML 5196 . .76
First recording of important Stravinsky composition dating from two decades ago. Rendering of Greek myth, set to text by French author Andre Gide, employs chorus, tenor soloist, orchestra and narrator—latter role effectively intoned in French here by Vera Zorina. Beautifully orchestrated and abounding in fresh ideas, which can be suggested successfully to modern ... receptive to later Stravinsky works.

STRAUSS: BURLESKE; RACHMANINOFF: CONCERTO NO. 1 (1-12")—Janis, Chicago Symphony (Reiner) RCA Victor LM 2127 75
Deft playing of brilliant scores that have not amassed much competition so far. In ... values do not equal Janis's ... and the quality of the ... recordings varies sharply between sides.

BOCCHERINI QUINTETS, VOL. 4 (1-12")—Quartetto Boccherini Angel 45009 74
There's no reason why this volume should not do as well as the previous three in the series, which is dedicated to the complete recording of the composer's quintets, unless it's that the tastes of the fanciers may have become satiated by now. At any rate, here are two more

(Continued on page 30)

Jazz

THE COMPLETE TONY SCOTT 81
Tony Scott Ork (1-12")
RCA Victor LPM-1452
With this set, Scott, the top-rated jazz clarinetist of the day, could be on his way to a career as a dance band maestro. Smart arrangements, stellar sidemen (P. Wess, F. Foster, Z. Sims, C. Terry, Thad Jones, J. Newman, etc.) and varied tempos are in evidence, plus fine tune choices. A satisfying set for dancing and/or listening. The liner notes are very sketchy as to solo details.

FROM A TO Z 88
Al Cohn-Zoot Sims Sextet (1-12")
RCA Victor LPM-1282
Ability of tenorists Cohn and Sims to keep their improvisations vital and fresh lend musical value to this session. The exemplary rapport displayed by the group is also to be noted. Tho a plethora of Cohn, Sims sets—alone and together are available, dealer should stock this one.

PHIL AND QUILL 77
Phil Woods-Gene Quill Sextet (1-12")
RCA Victor LPM 1284
Wealth of valuable solos plus extremely functional writing for quintet—two altos and rhythm—and sextet make this a modern set to be heard. Obvious compatibility between altoists Woods and Quill, and the ofttimes remarkable contributions of pianist D. McKenna are especially to be noted. Should do well with the modern coterie, if shown.

AROUND THE WORLD IN 80 DAYS 77
Gerald Wiggins Trio (1-12")
Specialty 2101
A highly imaginative modern jazz interpretation of the film music. The familiar theme is played three ways, as an up-tempo opener, a beguine and a ballad, with Wiggins displaying a deft left hand on these tracks and the others. Growing popularity of jazz interpretations of film scores could produce a big seller here. Should definitely be stocked by all dealers.

THE VOICES OF DON ELLIOTT. . ..78
(1-12")
ABC-Paramount ABC-190
Elliott, a superbly versatile jazz man in a misguided effort. He essays all voices, plus his various instruments in a "vocal group" disking. However, archly modern arrangements and his use of falsetto create a virtual caricature of certain hip groups of the day. Too bad, because Elliott has an appealing, intimate vocal quality. Strong cover will "reach" Elliott fans.

KINSEY COMES ON 69
Tony Kinsey Quintet (1-12")
London LL 16..
Set is indicative of proficiency and growing degree of maturity of English modernists. Kinsey group, essentially in coolish modern mode,

(Continued on page 28)

Popular

STORMY WEATHER 88
Lena Horne with Lennie Hayton's Orch. (1-12")
RCA Victor LPM 1375
Here's another powerful package by Lena Horne, whose $4.98 "Waldorf-Astoria" LP is currently a strong seller. This album is equally effective and regularly priced, which makes it solid merchandise indeed. A sultry photo of thrush gives cover sock display value. Selections, each highlighted by gal's smartly sexy delivery, include the title tune, "Out of This World," and other great standards. A must for jocks.

TEMPTATION 85
Morton Gould Orch (1-12")
RCA Victor LPM 2128
Altho released on the Red Seal label, this package of symphonic-styled pop standards will reap most of its sales in the pop field. Gould's rich orchestrations by a large symphonic orchestra are spotlighted on nine selections—"Temptation," "Besame Mucho," etc.—while a smaller string ensemble backs the remaining three. Vivid, melodic wax with sock sales appeal and a sure-fire source of mood music programming for pop jocks with discriminating audiences.

EYDIE SWINGS THE BLUES 84
Eydie Gorme (1-12")
ABC-Paramount ABC 192
Eydie Gorme's last album was a strong seller and this one could be even bigger in the LP market. Another stunning photo of the thrush gives the package plus-display value, while contents are both tasteful and commercial. Don Costa provides solid, swingy backing to sock vocal treatments of such great standards as "Blues in the Night," "Stormy Weather," "The Man I Love," etc.

WHEN THEY WERE YOUNG 82
Eddy Arnold (1-12")
RCA Victor LPM 1484
Arnold at his very best in a collection of warm pop-style kiddie tunes and kiddie-styled pop tunes. Strong appeal to the family trade, and as usual, to the Arnold fans. Gems include "Daddy's Little Girl," a lovely "Scarlet Ribbons," "Little Lady Make-Believe" and such. Strong, steady merchandise for pop and country selling.

BING WITH A BEAT . . 81
Bing Crosby with Bob Scobey's Frisco Jazz Band. (1-12")
RCA Victor LPM 1473
Set is the Jazz Save-On-Records special for September, but its appeal is strictly pop. It's a par package for the Groaner, and jazz backing is undistinguished. The price will move a good quantity, but both Bing and Scobey have done better.

PAGE 4 (PATTI PAGE) 79
(1-12")
Mercury MG 20101
The fourth LP in Patti Page's "Page" series should be another steady seller for the thrush and, as always, a big favorite with deejays. The photogenic lark gives the cover considerable display value, while her creamy vocal talents are heard to fine advantage on such nostalgic standards as "Happiness Is a Thing Called Joe," "There Will Never Be Another You" and her old hit single "I Went to Your Wedding."

WE SING THE OLD SONGS 78
Curt Massey & Martha Tilton (1-12")
Tops 1577
An offbeat package that is exceptionally well done, with particular favor to be found by the adult market. "Old Fall River Line," "Have I Told You Lately That I Love You" and other evergreens are tastefully rendered, with the arrangements kept noticeably simple. Good art here should give the package additional exposure. A $1.49 seller, and good names for the tracks.

LIGHTS AND SHADOWS 76
Al Nevins Orch (1-12")
RCA Victor LPM 1475
Fine collection of mood themes. The emphasis is on strings, and the effect is listenable and relaxed. Orking ranges from full ork to small group sounds. Included are "Love Your Magic Spell Is Everywhere" and "All the Things You Are." Good jockey package, differs little from others.

SWEET SEVENTEEN ... .76
The Ames Brothers with Bill Finegan Orch. (1-12")
RCA Victor LPM 1487
A prissy-ish teen-age charmer on the cover and a good title makes this LP a promising display item. (Ideal birthday gift for 17-year-old lillies, etc.) The brothers warble pleasantly on several listenable standards, plus a couple of tie-up-tunes for album title—"Seventeen" and "High School." Merits deejay attention.

GOT A DATE WITH AN ANGEL. .75
Skinnay Ennis Orch. (1-12")
M-G-M E 3511
Ennis' breathless vocal style has worn well. He sounds remarkable on this LP, as he did in his Hal Kemp heyday. Selections, in his bouncy, trademarked style with a good terp beat, include "Got a Date With An Angel," "We Just Couldn't Say Goodbye," etc. Spinable wax for nostalgic deejay segs.

THE SONG IS YOU (MELODIES BY JEROME KERN) 75
David Rose Orch. (1-12")
M-G-M E 3555
Rose serves up his usual lush instrumental treatments of 12 memorable Kern melodies—"Smoke Gets in Your Eyes," "The Way You Look Tonight," and several from "Show Boat." A companion piece for his Harold Arlen and George Gershwin LP's, album provides another rich source of dreamy mood music programming for jocks.

PARTY NIGHT AT JOE'S .... .73
Joe Reisman Orch. (1-12")
RCA Victor LPM 1476
Selections are in a medium-beat, dance groove, and the numbers have the feel of the swing bands of the 40's. The set could appeal to those looking for dance fare. Numbers include "Jersey Bounce," "Five o'Clock Whistle" and "Stompin' at the Savoy."

MUSIC FOR TIRED GOLFERS . 73
Larry Clinton Orch (1-12")
M-G-M E 3567
Here's an item that can appeal to the golf set. The titles cleverly suggest some of the events that could occur in an afternoon of golf. They include "Little White Lies," "Suddenly There's a Valley" and "The Tender Trap." Selections are lush, relaxed and provide easy listening. Package could provide chatter for jocks. Amusing cover.

THE SIGNATURES .... .72
(1-12")
Whippet WLP 702
Tho lacking in name value, there's plenty of artistry and entertainment by this group of fresh voices. A vocal-instrumental combo, the group attains a high degree of ingenuity in its five-part harmony, typical of which is their beautiful arrangement of "Little Girl Blue." Other tracks are standards. Well worth while.

HERE'S TO MY LADY . . .71
The Ray Charles Singers (1-12")
M-G-M E 3568
Top-notch vocal group provides pleasant listening on several standards and tunes from movies and shows. The line-up includes "All of You," "The Very Thought of You" and the title song. Set is a fine mood album for jocks and can appeal to those who prefer the conventional group harmonies.

TEENAGERS DANCE .... .78
Various Artists (1-12")
RCA Victor LPM 1540
A group of dance selections that can provide dance music for teen clubs, school groups, etc. Selections are by the Kids, Dayton Selby, Wilene Barton and Jimmy Sedlar. Numbers include "Teenagers Honky Tonk," "Little Brown Jug" and "Smile at Me." Jocks may like this for teen programming. Back cover gives a description of several dances currently popular in Philadelphia.

HEY THERE! 69
Fran Warren (1-12")
Tops 1585
Pleasing collection of standards, effectively chirped by Fran Warren with music arranged and conducted

(Continued on page 24)

4 Hits on 1 EP by NAT "KING" COLE

Around the World
Fascination
An Affair to Remember
There's a Gold Mine In the Sky
Capitol RECORDS
Hit EP
EAP 1-813

ELSA LANCHESTER SINGS!
with remarks by CHARLES LAUGHTON
"SONGS FOR A SMOKE-FILLED ROOM"
R-405

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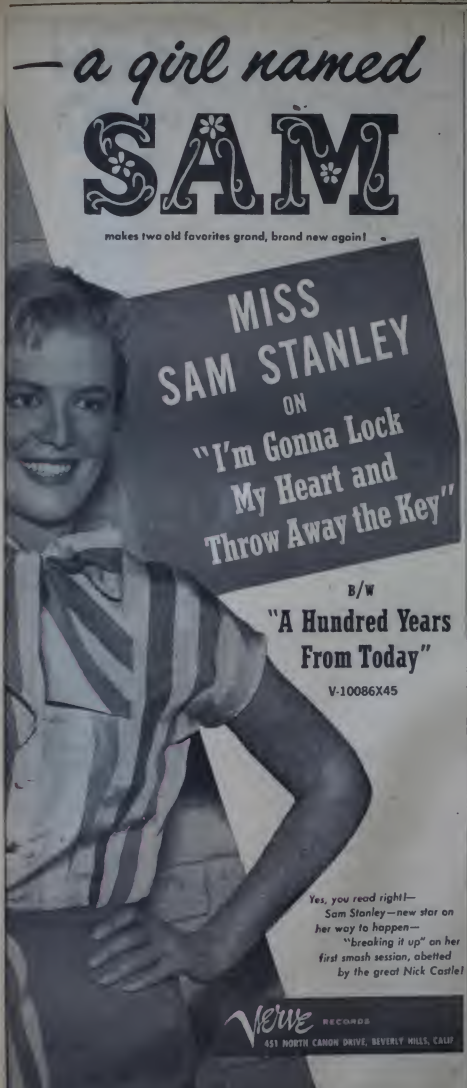

• Reviews and Ratings of New Popular Albums •

• Continued from page 23

by Marty Paich. Most of the material has been around quite a bit, and there's little here, other than the $1.49 price, for the consumer. Cover art is on the sexy side.

PORTRAIT OF BING 48
Leroy Holmes Orch (Lp)
Mercury MG 20601
The selection for these which Crosby introduced in films on which were recited records. The settings are lush and romantic and a voice that resembles Crosby's goes out with a crooning and dreaming bit. Numbers include "Moonlight Becomes You," "Where the River of the Night" and "But Beautiful." Crosby fans will prefer the man himself.

MY POST OF CALL 67
Bill Lee (LP)
Coral 57157
Popular radio singer presents a package that rolls of the guitar that a sidelight meet in various poses. Settings vary from mood ballad to exciting Latin tempos. The tunes are originals but retain appeal, if plugged.

ROMANTIC DOLORES 67
Dolores Vendrig (Lp) (LP)
President PLP 106
Australian pianist is featured on selections ranging from pop to semi-classical. Settings are lush with full rock and chorus. Tempos include waltzes, cha-cha-chas, sambas and fox-trots. Set could appeal to dance buyers. Numbers are "The Cha Cha Samba," "Dream Mexicana," "Love at First Sight," etc.

Novelty

THE PIANO ARTISTRY OF DONALDSON EDWARDS AND DARLENE EDWARDS 70
(LP)
Columbia 1024
This could be a novelty sleeper. It's a humorous (sketch) on the audiences LP's which have flooded the market last year. The album moves along—a subtle spoof of the pretentious school of jazz (and nutcracker sweet). $1.98. Pianist Edwards and Joan Darlene (apparently his wife) and Paul Weston) slaughter a group of standards with exquisite discord and foolishness. The double-take cover spotlights two right hands on a keyboard.

Folk

ENGLISH SONG RECITAL 68
Peter Pears, tenor, Benjamin Britten, pianist, Julian Bream, lute (2-12")
London 1103
Pears' intelligence and musical insight compensate for his lack of real vocal beauty in this interesting collection of English songs. Early music by Ford, Morley, Dowland and Rosseter benefits from appropriate lute accompaniments. Benjamin Britten provides superb assistance on modern songs by Bridge, Butterworth, Holst and others.

Latin American

MACHITO INSPIRED BY THE SUN ALSO RISES 85
Machito (LP)
Tico LP-1045
Inspirable Latin dance set with big band modern sound and a name that will sell it. Connection with the Hemingway flick is quite remote, but title is calculated to draw attention. Facing a lack of title on the rhythms included but a fusion jamsters most on the cha-chas and mambos. For all ages.

CHA CHA CHA 89
Jack Costanzo Orch (LP)
Tops 1564
A compact series of cool Latin tracks for the hip-swinging set, authentically performed by ace percussionist Jack Costanzo. Music is infectious with a sprinkling of standards, e.g., "Jack, Jack, Jack," "Mary Lou" very well done. Price tag is the bait. A natural at $1.49.

PIANO MERENGUE, JOHNNY CONQUEST 79
Johnny Conquest Orch (LP)
RCA Victor LPM 1469
Here's a dual purpose album for Latin-American dance fans. Pianist Conquest provides a dependable, robust approach to exciting beat on a group of surveyable and familiar tunes, ranging popularly from a simple beginner-tempo treatment of "Piano Merengue" to a moderate-tempo "Tea for Two Cha-Cha." Moderate sales potential.

Specialty

ANNA RUSSELL IN DARKEST AFRICA 83
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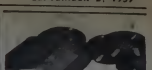
(Continued on page 28)



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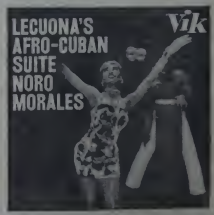

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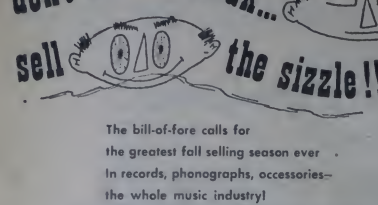

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• Reviews and Ratings of New Popular Albums

• Continued from page 24

the too serious music lover in a take-off on the "opera" Hamlet, folksinging and boogiying. Her material is in the same vein as her earlier efforts and is bound to please those who flock to her concerts and who bought her earlier recordings. This is an on-location recording made in South Africa, hence the title.

SONGS OF NAPLES 82
Giuseppe Di Stefano (tenor)
Angel 35400

Temperament, style and voice combine for a Elvirate presentation of material that is often given perfunctory treatment. Even orchestral accompaniments are carefully conceived to complement fine singing. "Sansato Cassate-re" and "Chiara" are some of the best backstreet selections that accompany favorites like "Core 'Ngrato" and "Torna a Sorriento."

EP

FASCINATION; TAMMY; AROUND THE WORLD; SOFT BANDS 90
Ray Ellis Orch. & Chorus (1 EP)
Columbia B-1401

Pretty lush settings by Ellis of four of today's top ballads can move well. The settings with full orch. and chorus are tuneful and nicely paced. Set can have appeal to adults as well as teens.

DINO 79
Sal Mineo (1 EP)
Epic EG 7187

Set will probably appeal to the artist's movie fans, since he sings only one of the numbers, "Dino." The other three by prominents from the sound track of the popular young star's latest film. Adds clicked with his fans thru efforts, "Moon Moonin'" and his earlier single is going well.

• Reviews and Ratings of New Jazz Albums

• Continued from page 24

essays a moving, understandable brand of jazz. Most significant solo figure is tenorist Don Rendell, who compares well with top American contemporaries. Needs dealer end, but help should be forthcoming, for the kicks are nasty.

I LOVE JOHN FRIGO (HE SWINGS) 68
(1612)
Mercury MG 20785

Frigo is one of the very few modern jazz fiddlers, and he sounds like an upto-date version of Joe Venuti. Members of his quintet, except for pianist Dick Marx, are unlisted, but Frigo is most of the show. It's good elemental jazz, by any means, but has some pleasant moments and should appeal to the jazz-cocktail fringe, if shown. Try "Blue Fiddle Blues" for a waller.

MOONDOG AND SUNCAT SUITES 67
Gerry Graham and His Satellites
(1 EP)
M-G-M E 3544

Another entry from Britain that is more "trad" than anything else. Rock music attempt to convey moods and feelings thru Graham's description is one of off-beat instrumental combinations and rhythms, with occasional utilization of basic jazz language, most pointedly in the "Suncat Suite." The often provocative and colorful music might be a hit sleeper for avant-garde listeners, if offered as something "unusual" might grab off the share of sales.

KEN MOULE ARRANGES FOR 66
Various Artists (1 EP)
London LL 1617

English arranger Moule shows ability to write pleasantly melodic, off-tempo swinging lines that are beauty deceptive of Gerry Mulligan. Performances of artist combining some of England's better modern musicians—D. Rendell, Ronnie Ross, etc., is excellent, as is the recorded sound. Sales are not likely to be impressive considering the musicians have no pull on the American market.

THIRD FESTIVAL OF BRITISH JAZZ 63
Various Artists
London LL 1630

A variety of British jazz units in concert lean to the more modern expression, play well, but some often thru not, lack the probing quality in their improvisations identified with the important American artistries. Most outstanding are "Swallow With Some Barbecue," by Coulter-Seymour big band, his producers and excitement ideas exemplified with Ted Heath ork. Sales potential to move but endeavor is not good, for the musicians are not well known in the U. S. A.

Congress Gives Music Break

• Continued from page 12

make the bill palatable by setting ceilings on the royalty take for the juke box owner, scaled accordingly to the number of plays on the machine involved. MOA, however, is still silent on compromise.

Not so pleasant for ASCAP is the prospect of possible hearings on complaints within the ranks that its voting and distribution methods need revision. The complaints were promised an airing by House Judiciary Chairman Celler (D., N. Y.) in an exchange of letters with Rep. James Roosevelt (D., Calif.), of the House Small Business Committee last spring.

Roosevelt has said that if the Celler committee does not hold hearings on the matter, he will feel free to go ahead. Most recent comment from Roosevelt was that he wanted to give the Celler group a fair amount of time prior to the matter, since the Judiciary Committee had such a heavy workload in the now-closing first session.

In other music fields, the House Committee on Education and Labor held a brief hearing on bills by Rep. Thompson (D., N. J.) and others, to set up a Federal Advisory Commission on the Arts. It also has in prospect consideration of the Landrum (D., Ga.) bill to make "written assignment" necessary for AFM musicians, among others, before unions could siphon part increase into a fund like the AFM Welfare Fund.

Tours of American musicians and other performing artists at home would get a $3,000,000 to $5,000,000 promotion in a bill by Sen. Jacob Javits (R., N. Y.), which rests in the Senate Labor and Welfare Committee. This one, to establish a "United States Arts Foundation," would promote American interest in music performance as a prime feature of the increasing leisure. (The Billboard, May 20.)

Williams Day

• Continued from page 12

event have been set for September 23-24, with the Shriners again sponsoring. The event was set held in 1956.

Handling arrangements for the memorial celebration is Audrey Williams, "Grand Ole Opry" perf former and former wife of the late Hank Williams. "D." Kilpatrick, general manager of WSM's "Grand Ole Opry," is giving his support to the memorial celebration idea, Miss Williams says.

Already engaged to appear on the show to be held in conjunction with the two-day event are Miss Williams and her band, Autry Inman, Gordon Terry, Stonewall Jackson and Melvin Endsley.

Hank Williams, considered one of the greatest country and western performers and composers of all time, died suddenly on New Year's Day of 1953.

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• Reviews and Ratings of New Classical Albums

• Continued from page 23

beautiful, surprisingly meaty works, ideally performed and recorded. Part of the $3.98 Library Series.

SADLER'S WELLS BALLET SILVER JUBILEE (1-12")—Royal Opera House Orch., Covent Garden (Irving) Angel 35521 74

Excerpts from 11 ballets in the company's repertory chosen mainly from lesser-known compositions. Settings of earlier music by Boyce, Purcell and Couperin account for one portion. Modern pieces by Lambert, Bliss and Prokofieff complete the program, which includes a setting of text by Gertrude Stein. This package makes a fine gift for balletomaines, since it is not likely to duplicate previous acquisitions.

BRAHMS: SYMPHONY NO. 1 IN C MINOR, OP. 68 (1-12")—Cleveland Orch. George Szell, Cond. Epic LC 3379 73

Latest entry covering much-recorded work is serious in approach. Some listeners may find reading sluggish or dull, particularly since there is little excitement in playing or in recorded sound. Conductor's name will help sales, but disk can hope to claim only small portion of market for selection.

BERLIOZ—FIVE OVERTURES (1-12")—Orchestre de Theatre National De L'Opera (Cluytens). Angel 35435 72

Spirited reading of works for which there exists some lively but scattered competition. Contents include "Benvenuto Cellini," "King Lear," "Roman Carnival," "Corsair" and "Beatrice and Benedict." Orchestral playing is fluent but not in the virtuoso tradition. Consistent package boasts good style.

R. STRAUSS: DIE FRAU OHNE SCHATTEN (COMPLETE) (5-12")—Soloists and Chorus of the Vienna State Opera and the Vienna Philharmonic Orch. (Bohm) London XLLA 46 71

Late metaphysical Strauss work in premiere recording. Exacting score is capably sung by Christel Goltz, Paul Schoeffler and Elizabeth Hongen. A major effort not likely to be duplicated soon, opera will appeal to the more serious buyer rather than to the wide audience which responds to the charm of "Der Rosenkavalier."

RICHARD STRAUSS HORN CONCERTOS (1-12")—Dennis Brain. Angel 35491 70

Bravura performances of horn concertos written almost 60 years apart. First concerto has youthful buoyancy, later work shows stamp of Strauss' mature style. Excellent recording captures timbre of solo instrument particularly well. Somewhat of a novelty on records, selections will be of interest to buyers with some curiosity, and to students of the instrument.

HAIL HOLY QUEEN (1-12")—Trappist Monks of Gethsemani. Columbia ML 5205 70

Selections from the Liturgy of Our Lady beautifully recorded by monks of the century-old Abbey of Gethsemani in Kentucky. Gregorian chanting of fine discipline and flexibility. Booklet contains explanatory notes as well as text and translations.

THE NEW YORK PHILHARMONIC BRASS ENSEMBLE (1-12")—Golden Crest CR 4003 70

A pleasing recording by a five-piece brass choir (tuba, French horn, trombone and trumpets) of works that display the less well-known range of expression of the instruments and the virtuosity of the instrumentalists. Horn students will be first in line for this disk but it should also attract a wider audience of serious music lovers. Featured works are the Ewald Symphony and Five Miniatures by Storer.

BACH: CLAVIER CONCERTOS NOS. 1 & 5; TOCCATA AND FUGUE IN C MINOR (1-12")—Jean Casadesus, Paris Conservatoire Orch. (Vandernoot) Angel 45003 68

Solid, straightforward renditions by soloists and orchestra of works not new to records, but not excessively duplicated heretofore. Good combination of selections and unspectacular but up-to-date recording can establish this item among the standards.

SHOSTAKOVICH: SYMPHONY NO. 7, "LENINGRAD"; SYMPHONY NO. 1 (2-12")—Leningrad Philharmonic Orch., E. Mravinsky, Cond.; State Orch. of the USSR, K. Kondrashin, Cond. Vanguard 6030/1 68

Neither recording nor orchestral performances compare with the highest standards of American orchestras, but these fine interpretations demand a favorable reaction on behalf of the conductors. Especially in the Seventh Symphony, which has little opposition on disks, musical value is high.

SCHUBERT SONATINOS NOS. 1 AND 2 (1-12")—Johanna Martzy, Violin; Jean Antonietti, Piano. Angel 35364 . . 67

Fine young violinist, who makes U. S. debut this season, in first set of three which are to include Schubert's total violin music. She has no competition to speak of on these, and offers competent if not the ideal readings. Connoisseurs will welcome acceptable versions of lovely works, but no big sale foreseen.

MENDELSSOHN: STRING QUARTETS NO. 6 AND 4 (1-12")—Manolio Quartet. Epic 3386 65

There is a remarkable range in the style and content of these two works, which are not duplicated on long-play as yet. Quartet No. 4 is youthful, carefree in spirit, reminiscent of "A Midsummer Night's Dream." Sixth Quartet is serious, dramatic, almost foreshadowing Beethoven. Performance and sound are adequate.

KHACHATURIAN(?)-RAKOV: VIOLIN CONCERTO IN E MINOR (1-12")—Igor Oistrakh, Violin. Westminster XWN 18508 65

A fine performance of melodic work that might be described as a cross between Kreisler and Prokofieff. Very respectable recorded sound has come a long way from many earlier inadequate Russian efforts. Flip side provides recital of shorter pieces by Scriabin, Khachaturian and others.

OBOUKHOVA IN SONG (1-12"); OBOUKHOVA SINGS (1-12")—Nadezhda Oboukhova. Westminster XWN 18509; XWN 18510 63

Two programs of Russian songs by mezzo-soprano presented as a leading Russian performer. First volume is devoted to compositions not too familiar in this country, chiefly by Bulakhov and Varlamov, second album contains works by Tchaikovsky, Rimsky-Korsakoff and Glinka. Singer commands rare authority of style for this repertory altho her vocalism is not exceptional in itself. Interesting new material for specialists.

Seeco Mayhoff

• Continued from page 12

artists, including Jose Melis, pianist-maestro of NBC's "Tonight" show, the Orquesta America (del 55) of Cuba, the Mexican film star-warbler Tito Guizar and Argentine star Chito Galindo. He also inked Milt Saunders, society dance maestro at local Tavern-on-the-Green, who has cut a set of 30 standard tunes. Also signed is the Latin Conductor Arturo Shaite, for a series of four LP's "A Visit to. . . ." Disks, to be cut in a "Mantovani style," will cover Spain, Italy, France and Europe.

On his return, Siegel will spend October and November in South America, where his firm distributes Dot, ABC-Paramount and Urania. Currently, Siegel is selling only LP's on these labels, most of which he is exporting from the States. However, during his trip, he expects to set up pressing arrangements in Argentina and Chile. Only recently, he set up a deal to have Dot pressed in Mexico.

In the S. A. market, Siegel now claims that he can sell up to 3,000 of an LP by a well-accepted American artist. Of the Yankee material he carries, Pat Boone is the biggest artist, but Billy Vaughan's Golden Strings set also is big with Latins. Once pressing facilities are established he believes that sales can be stepped up considerably.

Last Monday (26) Siegel threw a party here in honor of Mr. and Mrs. Roberto Ayala of Mexico City. Ayala is owner of the Mexican music trade paper Selecciones Musicales.

Victor-Kleenex

• Continued from page 12

with an Arnolt Bristol sports car offered as first prize. At the same time Como is readying a letter about the premium offer which will be sent to 2,300 Como fan clubs September 16. Extensive in-store promotions will implement the program at the dealer and consumer level in supermarkets, grocery, drug, department and variety stores.

Kimberly-Clark will distribute 40,000,000 boxes of Kleenex, featuring the premium offer, during the September 23-November 1 period. Selections include "South of the Border," "Because," "Breezing Along With the Breeze," "You'll Never Walk Alone," "Bless This House" and "Lies."

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ALADDIN	—	—	—
AMP 3	1	—	—
ATCO	—	—	—
BALLY	—	—	—
BAKERSFIELD	—	—	1
BRUNSWICK	1	—	—
CADENCE	2	—	1
CAPITOL	4	—	4
CHIC	1	—	—
COLUMBIA	4	—	1
CORAL	6	—	—
DECCA	6	—	1
DELUXE	—	—	—
DOT	—	—	2
EPIC	2	—	—
ERA	1	—	—
EVENT	—	—	—
FLIP	—	1	—
HOLLIS	1	—	—
IMPERIAL	—	1	—
KEY	—	—	1
KING	—	—	—
LIBERTY	1	—	—
LONDON	2	—	—
MARK	—	—	1
MERCURY	1	—	1
M-G-M	6	—	1
PAR	1	—	—
PARIS	1	—	—
PLANET	—	—	—
PREP	1	—	—
RCA VICTOR	7	1	1
SAVOY	2	—	2
STEPHENY	1	—	—
TIME	1	—	—
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VENA	—	—	1
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VITA	1	—	—
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or under the Laws of the State of New Jersey, including Title 2A:111-1, Chapter III, herewith quoted as follows:

"Any person who, knowingly or designedly, with intent to cheat or defraud any other person, obtains any money, property, security, gain, benefit, advantage or other thing of value by means of false promises, statements, representations, tokens, writings or pretenses, is guilty of a misdemeanor."

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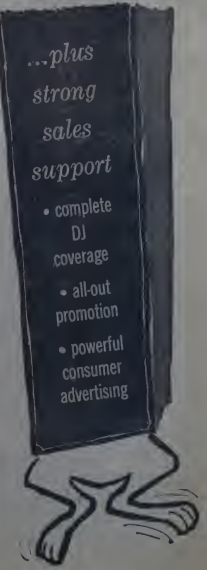
Music of Denmark T-10104

German Bear-Drinking Music T-10008



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending August 24

This Week	Title	Last Week	Weeks on Chart
1.	**Tammy** By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61651, Ames Brothers, Vic 20-6030. RECORDS AVAILABLE: George Barnes, Dec 30598, Joseph Gershenson Orch, Coral 61849; Richard Hayman, Mercury 71125; Pat Kirkby, Dec 30317, Bill Snyder, Dec 30473.	1	7
2.	**Teddy Bear** By Kal Mann-Bernie Lowe—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 47-7000	2	10
3.	**White Silver Sands** By C. Mathews—Published by Fallows Pub (BMI) BEST SELLING RECORD: Don Rondo, Jubilee 5289 OTHER RECORDS AVAILABLE: Owen Bradley, Dec 30463; Dave Gardner, OJB 1002; Lawrence Welk, Brunswick 55011	3	7
4.	**Around the World** By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORD: Mantovani, London 1746 RECORDS AVAILABLE: George Barnes, Dec 30299; Charlie Carli, Songbird 309; Bay Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 20-6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 20-6813; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 165; Bu Al Sears, Jubilee 5289; Lawrence Welk, Coral 61846; Victor Young and Bing Crosby, Decca 30262.	4	12
5.	**I'm Gonna Sit Right Down and Write Myself a Letter** By Joe Young-Fred Ahlert—Published by De Sylva & Brown & Henderson (ASCAP) BEST SELLING RECORD: Billy Williams, Coral 61830. RECORDS AVAILABLE: Harry the Hipster, Hip 301, Larry Storch, Roulette 4014.	6	10
6.	**Diana** By Paul Anka—Published by Pamco Music, Inc. (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9835.	9	6
6.	**Love Letters in the Sand** By N. Kenny, C. Kenny & Cotton—Published by Bourne (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15570. RECORDS AVAILABLE: Charlie Carli, Songbird 307; Vi Vienna, V I P 1003; Mae Wiseman, Dot 15574	5	17
8.	**That'll Be the Day** By Jerry Allison-Buddy Holly-Norman Petty—Published by Nor-Va-Jak Music Co. (BMI) BEST SELLING RECORD: Crickets, Brunswick 55009. RECORDS AVAILABLE: Jeff Allen, Varsa 10064; Buddy Holly, Dec 30454, Ravens, Argo 5278, Connie Russell, Era 1020.	17	8
9.	**Bye Bye Love** By B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1315. RECORDS AVAILABLE: Chuck Miller, Mercury 71134; Webb Pierce, Dec 30321; T. Tommy, Dot 15578	7	14
9.	**Honeycomb** By Bob Merrill—Published by Hawthorne Music (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4015. RECORD AVAILABLE: Georgie Shaw, Dec 30418.	13	3

Second Ten

This Week	Title	Last Week	Weeks on Chart
9.	**In the Middle of an Island** By Varnick & Acquavivo—Published by Mayfair (ASCAP) BEST SELLING RECORD: Tony Bennett, Col 40965 RECORDS AVAILABLE: Tennessee Ernie, Cap 3762; Anne Kerr Quartet, Dec 30417; Stan Wilson, Verve 10068.	14	14
12.	**Send for Me**	11	9
13.	**Rainbow**	10	5
14.	**Old Cape Cod**	8	13
15.	**Whole Lotta Shakin' Goin' On**	20	4
16.	**Fascination**	23	3
17.	**It's Not for Me to Say**	12	15
18.	**Remember You're Mine**	19	2
18.	**Whispering Bells**	17	7
20.	**Short Fat Fannie**	25	9

Third Ten

This Week	Title	Last Week	Weeks on Chart
21.	**Stardust**	20	7
22.	**Love Me to Pieces**	20	4
22.	**Searchin'**	15	14
24.	**Goody Goody**	—	1
24.	**So Rare**	15	21
26.	**Mr. Lee**	29	3
26.	**Shangri-La**	24	8
28.	**Flying Saucer (No. 2)**	26	6
29.	**Jenny Jenny**	26	9
30.	**To the Aisle**	29	3

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

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"IN THE MIDDLE OF AN ISLAND"

IS "IN THE MIDDLE" OF

TWO MILLION—

I am very grateful . . .

Rondo's 3rd Big

FORSAKING ALL OTHERS

JUBILEE 5297

DON

jubilee RECORDS

Smash in a Row

THERE'S ONLY YOU

RONDO

JUBILEE 5297

jubilee RECORDS

STORE RECORDED SALES

Best Sellers in Stores

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

FOR SURVEY WEEK ENDING AUGUST 24, 1957

This Week	Last Week	Weeks on Chart
1. TAMMY (ASCAP)—Debbie Reynolds French Horn (ASCAP)—Coral 61851	1	6
2. DIANA (BMI)—Paul Anka Don't Gamble With Love (BMI)—ABC-Paramount 9831	3	6
3. TEDDY BEAR (ASCAP)—Elvis Presley LOVING YOU (BMI)—Vic 20-7000	2	11
4. THAT'LL BE THE DAY (BMI)—Crickets I'm Lookin' for Someone to Love (BMI)—Brunswick 55009	7	3
5. BYE BYE LOVE (BMI)—Everly Brothers I Wonder If I Care as Much (BMI)—Cadence 1315	6	15
6. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis It'll Be Me (BMI)—Sun 267	16	6
7. SEND FOR ME (BMI)—Nat (King) Cole MY PERSONAL POSSESSION (BMI)—Cap 3737	9	10
8. HONEYCOMB (ASCAP)—Jimmie Rodgers Their Hearts Were Full of Spring (ASCAP)—Roulette 4015	18	3
9. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone BERNARDINE (ASCAP)—Dot 15570	5	17
10. SEARCHIN' (BMI)—Coasters Young Blood (BMI)—Atco 6087	4	16
11. SHORT FAT FANNIE (BMI)—Larry Williams HIGH SCHOOL DANCE (BMI)—Specialty 608	13	9
12. WHISPERING BELLS (BMI)—Del Vikings Don't Be a Fool (BMI)—Dot 15592	12	8
13. REMEMBER YOU'RE MINE (ASCAP)—Pat Boone THERE'S A GOLD MINE IN THE SKY (ASCAP)—Dot 15602	13	4
14. RAINBOW (ASCAP)—Russ Hamilton We Will Make Love (ASCAP)—Kapp 184	8	5
15. STARDUST (ASCAP)—Billy Ward Lucinda (BMI)—Liberty 55019	20	7
16. MR. LEE (BMI)—Bobbettes Look at the Stars (BMI)—Atlantic 1144	24	4
17. WHITE SILVER SANDS (BMI)—Don Rondo Stars Fell on Alabama (ASCAP)—Jubilee 5248	11	6
18. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (ASCAP)—Billy Williams DATE WITH THE BLUES (ASCAP)—Coral 61830	15	11
19. SO RARE (ASCAP)—Jimmy Dorsey Sophisticated Swing (ASCAP)—Fraternity 795	10	21
20. GOODY GOODY (ASCAP)—Teenagers Creation of Love (BMI)—Gee 1039	29	2
21. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett I AM (ASCAP)—Col 40965	21	4
22. OLD CAPE COD (ASCAP)—Patti Page WONDERING (BMI)—Mercury 71101	21	13
23. FLYING SAUCER—Buchanan & Goodman Martian Melody, Lustverse 105	23	6
23. JENNY, JENNY (BMI)—Little Richard MISS ANN (BMI)—Specialty 608	19	11
25. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis Warm and Tender (ASCAP)—Col 40851	25	15
26. LOVE ME TO PIECES (BMI)—Jill Corey Love (BMI)—Col 40955	17	4
26. TAMMY (BMI)—Ames Brothers ROCKIN' SHOES (ASCAP)—Vic 6930	27	4
28. TO THE AISLE (BMI)—Five Satins Wish I Had My Baby (BMI)—Ember 1019	26	3
29. WHEN I SEE YOU (BMI)—Fats Domino WHAT WILL I TELL MY HEART? (ASCAP)—Imperial 5454	30	2
30. AROUND THE WORLD (ASCAP)—Mantovani The Road to Ballingarry (ASCAP)—London 1746	—	5

Most Played by Jockeys

FOR SURVEY WEEK ENDING AUGUST 24, 1957

DISKS are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. TAMMY (ASCAP)—Debbie Reynolds French Horn (ASCAP)—Coral 61851	1	7
2. TEDDY BEAR (ASCAP)—Elvis Presley Loving You (BMI)—Vic 7000	2	18
3. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (ASCAP)—Billy Williams Date With the Blues (ASCAP)—Coral 61830	3	11
4. HONEYCOMB (ASCAP)—Jimmy Rodgers Their Hearts Were Full of Spring (ASCAP)—Roulette 4015	9	2
5. TAMMY (ASCAP)—Ames Brothers Rockin' Shoes (BMI)—Vic 6930	5	7
6. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone Bernardine (ASCAP)—Dot 15570	4	17
7. RAINBOW (ASCAP)—Russ Hamilton We Will Make Love — Kapp 184	11	5
8. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis Warm and Tender (ASCAP)—Col 40851	10	15
9. WHITE SILVER SANDS (BMI)—Don Rondo Stars Fell on Alabama (ASCAP)—Jubilee 5248	8	6
10. OLD CAPE COD (ASCAP)—Patti Page Wondering (BMI)—Mercury 71101	6	13
11. REMEMBER YOU'RE MINE (ASCAP)—Pat Boone There's a Gold Mine in the Sky (ASCAP)—Dot 15602	12	2
12. SEND FOR ME (BMI)—Nat (King) Cole My Personal Possession (BMI)—Cap 3737	14	8
12. AROUND THE WORLD (ASCAP)—Mantovani The Road to Ballingarry (ASCAP)—London 1746	13	7
14. DIANA (BMI)—Paul Anka Don't Gamble With Love (BMI)—ABC-Paramount 9831	16	4
15. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis It'll Be Mine (BMI)—Sun 267	17	4
16. THAT'LL BE THE DAY (BMI)—Crickets I'm Lookin' for Someone to Love (BMI)—Brunswick 55009	25	2
17. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett I Am (ASCAP)—Col 40965	14	3
18. BYE BYE LOVE (BMI)—Everly Brothers I Wonder If I Care as Much (BMI)—Cadence 1315	7	14
19. LOVE ME TO PIECES (BMI)—Jill Corey Love (BMI)—Col 40955	22	5
20. STARDUST (ASCAP)—Billy Ward Lucinda (BMI)—Liberty 55019	19	5
21. GOODY GOODY (ASCAP)—Teenagers Creation of Love (BMI)—Gee 1039	—	1
22. SHANGRI-LA (ASCAP)—Four Coins First in Line (ASCAP)—Epic 9219	23	8
23. WHISPERING BELLS (BMI)—Del Vikings Don't Be a Fool (BMI)—Dot 15592	19	4
24. WHITE SILVER SANDS Owen Bradley Quintet Midnight Blues (BMI)—Dec 30363	—	4
25. SHORT FAT FANNIE (BMI)—Larry Williams High School Dance (BMI)—Specialty 608	—	6

A DOUBLE-BARREL HIT!

"TEEN-AGE DREAM"

"PLEASE DON'T BLAME ME"

"SINGING THE BLUES" No. 4-21506

"KNEE DEEP IN THE BLUES" No. 4-40815

"WHITE SPORTS COAT" No. 4-40864

marty robbins does it again

Columbia 4-40969

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M-G-M Records

JONI JAMES

DAY DREAMING

CRYING IN THE SHADOWS

K12531 • MGM 12531

Chuck Alaimo Quartet

HOW I LOVE YOU

and

LOCAL 66

K12508 • MGM 12508

Murray Arnold Quartet

Hit single from hit album released by popular demand

MOONLIGHT

(From album "Overheard in a Cocktail Lounge")

PICKED BY BILLBOARD & CASH BOX

K12530

MARVIN

RAINWATER

MY LOVE IS REAL

MY BRAND OF BLUES

K12511 • MGM 12511

SAM (THE MAN) TAYLOR

TANGANYIKA

and

A TOUCH OF THE BLUES

K12529 • MGM 12529

SALES ACTION ON

LOOK UP

K12441

DAVID ROSE AND HIS ORCH.

A NIGHT IN TRINIDAD

and

CAPTAIN'S PARADISE

K12525 • MGM 12525

the Best yet!

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STORE RECORDED SALES

Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 24

The information given in this chart is based on actual sales reports received in a scientific sample of the nation's retail record stores during the week ending on the date shown above. Sample size and distribution used to produce this chart is the most extensive ever used in the history of the Billboard Research Department. Ed.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Diana, Paul Anka, ABC Par.
Pneumonia, Jerry Mulligan, Kapp
Long Letters to the Sand, Bernardino Pat Boone, Dot
Tammy, Debbie Reynolds, Cor
Teddy Bear Loving You, Elvis Presley, Vic
That'll Be the Day, Crickets, Brit
There's a Gold Mine in the Sky, Remember You're Mine, Pat Boone, Dot
Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

CHICAGO

Diana, Paul Anka, ABC Para
I'm Gonna Sit Right Down and Write Myself a Letter, Billy Williams, Col
In the Middle of an Island Tony Bennett, Dec
Mr. Lee, Bobettes, Atl
Searchin', Coasters, Atco
Tammy, Debbie Reynolds, Cor
Teddy Bear Loving You, Elvis Presley, Vic
Wonderful, Wonderful, Johnny Mathis, Col

DETROIT

Around the World, Mantovani, Lon.
Diana, Paul Anka, ABC Para
Flying Saucer, Buchanan & Goodman, Lun
Honeycomb, Jimmie Rodgers, Rcd
It's Not for Me to Say, Johnny Mathis, Col
Tammy, Debbie Reynolds, Cor
That'll Be Day, Crickets, Brit
White Silver Sands, Don Rondo, Jub
Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

EAST TEXAS

Cool Shake, Del Vikings, Mer.
Diana, Paul Anka, ABC-Para
Lotta Lovin', Gordon Mac Rae, Capitol
Searchin', Coasters, Atco
Short Fat Fannie, Larry Williams, Spe
Teddy Bear, Elvis Presley, Vic
You're My One and Only Love, Harry Belafonte, Rca
When I See You, Tina Dickow, Imp.

FLORIDA

Flying Saucer, Buchanan & Goodman, Lun
Jesus Jones, Lillie Richard, Spe.
Mr. Lee, Bobettes, Atl
Send for Me My Personal Possession Nat King Cole, Capitol
Short Fat Fannie, Larry Williams, Spe.
That'll Be the Day, Crickets, Brit
Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun
Wonderful Wonderful, Johnny Mathis, Col

LOS ANGELES

Bye Bye Love, Everly Brothers, Cdc.
Diana, Paul Anka, ABC Para
Long Letters to the Sand, Bernardino Pat Boone, Dot
Searchin', Coasters, Atco
Short Fat Fannie, Larry Williams, Spe.
So Rare, Jimmy Dorsey, Dec.
Tammy, Debbie Reynolds, Cor
Teddy Bear Loving You, Elvis Presley, Vic
Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

NEW YORK AND NEWARK

Bye Bye Love, Everly Brothers, Cdc
Diana, Paul Anka, ABC Para
Goody Goody, Teenagers, Gee
Honeycomb, Jimmie Rodgers, Rcd
Mr. Lee, Bobettes, Atl
Send for Me My Personal Possession Nat King Cole, Cap
Teddy Bear Loving You, Elvis Presley, Vic
That'll Be the Day, Crickets, Brit.

NORTHERN NEW YORK STATE

Bye Bye Love, Everly Brothers, Cdc
Honeycomb, Jimmie Rodgers, Rcd
Let the Four Winds Blow, Fats Domino, Imp
Loving You Teddy Bear, Elvis Presley, Vic
Tammy, Debbie Reynolds, Cor
That'll Be the Day, Crickets, Brit
There's a Gold Mine in the Sky, Remember You're Mine, Pat Boone, Dot
Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

NORTHERN OHIO

Diana, Paul Anka, ABC-Par
Fallen Star, Johnny Nemo, Dot
Mr. Lee, Bobettes, Atl
Rainbow, Ron Hamilton, Kapp
Searchin', Coasters, Atco
Tammy, Debbie Reynolds, Cor
That'll Be the Day, Crickets, Brit
Whispering Bells, Del Vikings, Dot

NORTHWEST

Bye Bye Love, Everly Brothers, Cdc.
Honeycomb, Jimmie Rodgers, Rcd
It's Not for Me to Say, Johnny Mathis, Col.
Rated, Carol Bryan, Dot
Short Fat Fannie, Larry Williams, Spe.
Tammy, Debbie Reynolds, Cor
Teddy Bear Loving You, Elvis Presley, Vic.
White Silver Sands, Don Rondo, Jub
Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

PHILADELPHIA

Candy Goody, Teenagers, Gee
In the Middle of an Island, I Am Tony Bennett, Col
It's Not for Me to Say, Johnny Mathis, Col.
Long Letters to the Sand, Pat Boone, Dot
Rainbow, Ron Hamilton, Kapp
Shazam-La, Fred Cross, Ep
Short Fat Fannie, Larry Williams, Spe
Tammy, Debbie Reynolds, Cor
You're Double Yourself Frank Sinatra, Capitol
You're My One and Only Love Rick Nelson, Ver

ST. LOUIS AND KANSAS CITY

Remember Long Letters in the Sand Pat Boone, Dot
Jenny Jenny, Little Richard, Spe.
Rainbow, Ron Hamilton, Kapp
Searchin', Coasters, Atco
Tammy, Debbie Reynolds, Cor
Teddy Bear Loving You, Elvis Presley, Vic
White Silver Sands, Don Rondo, Jub
Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

SAN FRANCISCO AND OAKLAND

Bye Bye Love, Everly Brothers, Cdc
Chicken Baby Chicken, Tom Hanks, Elk
Flying Saucer, Buchanan & Goodman, Lun
Rainbow, Ron Hamilton, Kapp
Tammy Shockin' Shoes, Arbo Brothers, Vip
Tammy, Debbie Reynolds, Cor
Teddy Bear Loving You, Elvis Presley, Vic
Whole Lotta Shakin' Goin On Jerry Lee Lewis, Sun

SOUTHERN OHIO

Bye Bye Love, Everly Brothers, Cdc.
Fallen Star, Johnny Nemo, Dot
Long Letters to the Sand, Pat Boone, Dot
Remember You're Mine, There's a Gold Mine in the Sky, Pat Boone, Dot
Searchin', Coasters, Atco
Send for Me My Personal Possession Nat King Cole, Cap
Tammy, Debbie Reynolds, Cor
Teddy Bear Loving You, Elvis Presley, Vic
Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

WASHINGTON AND BALTIMORE

Diana, Paul Anka, ABC-Par
Flying Saucer, Buchanan & Goodman, Lun
Lotta Lovin', Gordon Mac Rae, Capitol
Love Me to Pieces, Bill Haley, Cor
Tammy, Debbie Reynolds, Cor
That'll Be the Day, Crickets, Brit
Teddy Bear Loving You, Elvis Presley, Vic
Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

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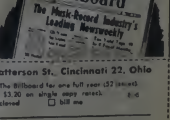

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CHUCK REED

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SUGAR CORSAGE

A SOUTHERN BOY SINGS THE BLUES

R-4020

DON LANIER

The 3rd Star of the Rhythm Orchids

PONY TAIL GIRL

PRIVATE PROPERTY

R-4021

By Request

PEARL BAILEY

C'EST MAGNIFIQUE

BILL BAILEY WON'T YOU PLEASE COME HOME

R-4016

PRESENTING ROULETTE'S FIRST COUNTRY & WESTERN RELEASES

JIMMY LLOYD

THE BEGINNING OF THE END

WHERE THE RIO DE ROSA FLOWS

RCW-7001

WILLIE PHELPS

I'M BEGINNING TO FORGET YOU

DO ANYTHING BUT LEAVE ME

RCW-7002

Spin a Winner

659 Tenth Ave. New York, N. Y.

PARADE OF

BEST SELLERS

DEP-1057—"FOUR BY PAT" —Pat Boone

15602—There's a Gold Mine In the Sky • Remember You're Mine —Pat Boone

15570—Love Letters In the Sand • Bernardine —Pat Boone

15586—Rebel • Whirlpool of Love —Carol Jarvis

15611—From a Jack to a King • Slow Train —Jim Lowe

15612—There's a New Moon Over My Shoulder • Mister Fire Eyes —Bonnie Guitar

15626—My Cabin of Dreams • Dedicated to You —The Hilltoppers

DEP-1056—"A CLOSER WALK WITH THEE" —Pat Boone

15606—Love by the Jukebox Light • On My Mind Again —Gale Storm

15592—Whispering Bells • Don't Be a Fool —The Dell-Vikings

15619—Old Fashioned Love • You Can't Get Lovin' (Where There Ain't Any Love) —Johnny Maddox and the Rhythmasters

15625—Baby Sitten • Without Your Love —Bob Riley

15609—Longing to Hold You Again • So Long —Don Robertson and Lou Dinning

15601—From a Jack to a King • Parade of Broken Hearts —Ned Miller

15594—A Fallen Star —The Hilltoppers

15574—A Fallen Star —Jimmy Newman

NEW RELEASES

15636—I'm Spinning • —The Dell-Vikings—Kripp Johnson
When I Come Home —The Dell-Vikings and Kripp Johnson

15635—Short Walk • Dedicated to You —Sonny Knight

15627—A Sweet Kind of Love • Need Me —Jimmy Newman

15624—Plain We Live • Autumn Love Song —Malcolm Keen —Priam Keith

15623—Steady Date • Love Me Tonight —The Smith Sisters

15622—Love Me, So I'll Know • I'm Sending You This Record —Bob Denton

15621—Doodle-Doo-Doo • All Dressed Up —Herb Fleming

15620—If My Love Had Wings • A Wound Time Can't Erase —Sky Johnson

15618—Shadow of a Doubt • Single —Bill Carey

Dot RECORDS Inc • Sunset and Vine • Hollywood Calif • Phone HO 2-4181
THE NATION'S BEST-SELLING RECORDS

BEST SELLERS

UP AND COMING

15617—It Ain't Me • Give That Love to Me—Ray Campi

15616—I Love You • Home—Bob Stewart

15615—Gee, I Love You • What You've Done to Me—Brenda and Eddie

15613—What's the Use • Under the Double Eagle—Leon McAuliff

15610—Goody, Goody • I'll Sail My Ship Alone—Jane Grant

BEST SELLING ALBUMS

DLP-3050— "PAT" —Pat Boone

DLP-3030— "HOWDY!" —Pat Boone

DLP-3054D—Music From the Sound Track of CECIL B. DE MILLE'S "THE TEN COMMANDMENTS"

DLP-110—"MAN WITH THE BANJO" —Eddie Peabody

DLP-3012—"PAT BOONE"

DLP-3045—"INSTRUMENTAL SOUVENIRS" —Billy Vaughn and His Orchestra

DLP-3052—"FAVORITES BY MR. BANJO HIMSELF"—Eddie Peabody

DLP-3016—"THE GOLDEN INSTRUMENTALS" —Billy Vaughn and His Orchestra

DLP-3042—"A VISIT WITH THE FONTANE SISTERS"

DLP-3001—"SWEET MUSIC AND MEMORIES" —Billy Vaughn and His Orchestra

DLP-3029—"THE TOWERING HILLTOPPERS"—The Hilltoppers

DLP-3023—"THE BANJO WIZARDRY OF EDDIE PEABODY"

DLP-3017—"SENTIMENTAL ME" —Gale storm

DLP-3015—"POPULAR SQUARE DANCE MUSIC" —Tommy Jackson

DEP-1055—"A DATE WITH PAT BOONE"

DEP-1053—"PAT ON MIKE—Pat Boone

NEW ALBUMS

DLP-3071— "PAT'S GREAT HITS"—Pat Boone

DLP-3072— "SOME PLACES"—Margaret Whiting

DLP-3069— "MOONLIGHT AND SHADOWS"—Bonnie Guitar

DLP-3067— "MY OLD FLAMES"—Johnny Maddox

DLP-3064— "MELODIES IN GOLD"—Billy Vaughn and His Orchestra

DLP-3063— "THE THRILLS IN RAGTIME"—Johnny Maddox

DLP-3058— "[illegible]"

DEP-1061— "RAINBOW" —Jim Lowe

DEP-1060— "THE SHIFTING WHISPERING SANDS" —Billy Vaughn and His Orchestra

DEP-1058— "COME GO WITH US"—The Dell-Vikings

DLP-3070— "BASICALLY BAGLEY"—Don Bagley (Jazz Horizons)

DLP-3066— "SWINGING SCOTS" —Johnny Keating All-Stars (Jazz Horizons)

DLP-3062—"THE BROTHERS CANDOLI"

Quality Records • In Canada

3 ATCO HITS!

The COASTERS

(When She Wants Good Lovin')

"MY BABY COMES TO ME"

#6098

"Idol with the Golden Head"

Guitar Slim

"IF I SHOULD LOSE YOU"

#6097

"It Hurts to Love Someone"

(That Don't Love You)

Linda Hopkins

"ROCK and ROLL BLUES"

#6096

"SHIVER and SHAKE"

ATCO

Atco Recording Corp., 157 West 57 Street, New York 19, N. Y.

STORE RECORDED SALES — NATIONAL RETAIL SALES REPORT

Top 100 Sides

FOR SURVEY WEEK ENDING AUGUST 24

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey period, explains variation between the top 30 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

Position, Song, Artist, Label	Position Last Week
1. TAMMY, Debbie Reynolds, Coral	3
2. DIANA, Paul Anka, ABC-Paramount	1
3. TEDDY BEAR, Elvis Presley, Victor	8
4. BYE BYE LOVE, Everly Brothers, Cadence	6
5. LOVE LETTERS IN THE SAND, Pat Boone, Dot	4
6. THAT'LL BE THE DAY, Crickets, Brunswick	25
7. SEARCHIN', Coasters, Atco	5
8. WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	14
9. RAINBOW, Russ Hamilton, Kapp	12
10. WHISPERING BELLS, Del Vikings, Dot	10
11. SEND FOR ME, Nat (King) Cole, Capitol	11
12. WHITE SILVER SANDS, Bill Black's Combo, Hi	13
13. SHORT FAT FANNIE, Larry Williams, Specialty	9
14. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER, Billy Williams, Coral	8
15. SO RARE, Jimmy Dorsey, Fraternity	7
16. HONEYCOMB, Jimmie Rodgers, Roulette	24
17. STARDUST, Billy Ward, Liberty	18
18. LOVE ME TO PIECES, Jill Corey, Columbia	15
19. IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	17
20. MR. LEE, Bobettes, Atlantic	33
21. IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	23
22. FLYING SAUCER, Buchanan & Goodman, Luniverse	30
23. OLD CAPE COD, Patti Page, Mercury	18
24. REMEMBER YOU'RE MINE, Pat Boone, Dot	38
25. GOODY GOODY, Teenagers, Gee	30
26. TO THE APPLE, Five Satins, Ember	21
27. JENNY, JENNY, Little Richard, Specialty	31
28. SHANGRI-LA, Four Coins, Epic	35
29. THERE'S A GOLD MINE IN THE SKY, Pat Boone, Dot	26
30. TAMMY, Ames Brothers, Victor	34
31. GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M-G-M	36
32. AROUND THE WORLD, Mantovani, London	19
33. OVER THE MOUNTAIN, Johnnie & Joe, Chess	36
34. LOVING YOU, Elvis Presley, Victor	33
35. WONDERFUL WONDERFUL, Johnny Mathis, Columbia	37
36. I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence	31
37. WHITE SPORT COAT, Marty Robbins, Columbia	32
38. BERNARDINE, Pat Boone, Dot	29
39. WHEN I SEE YOU, Fats Domino, Imperial	43
40. TEENAGER'S ROMANCE, Ricky Nelson, Verve	38
41. AROUND THE WORLD, Victor Young, Decca	42
42. DARK MOON, Gale Storm, Dot	39
43. FOUR WALLS, Jim Reeves, Victor	41
44. ISLAND IN THE SUN, Harry Belafonte, Victor	47
45. LONG LONELY NIGHTS, Les Andrews, Chess	45
46. ALL SHOOK UP, Elvis Presley, Victor	49
47. HUSH-O, Dale Hawkins, Chevier	41
48. DARLING IT'S WONDERFUL, Lovers, Samp	46
49. VALLEY OF TEARS, Fats Domino, Imperial	48
50. START MOVIN', Sal Mineo, Epic	46
51. LET THE FOLK WINDS BLOW, Roy Brown, Imperial	46
52. AND THAT REMINDS ME, Della Reese, Jubilee	47
53. COOL SHARK, Del Vikings, Mercury	44
54. YOUNG BLOOD, Coasters, Atco	44
55. LOTTA LOVIN', Gene Vincent, Capitol	77
56. FALLEN STAR, Jimmy Newman, Dot	66
57. JUNE NIGHT, Jimmy Dorsey, Fraternity	66
57. LONG LONELY NIGHTS, Clyde McPhatter, Atlantic	77
59. IN THE MIDDLE OF AN ISLAND, Tennessee Ernie Ford, Capitol	55
60. FALLEN STAR, Fertile Husky, Capitol	85
66. WHITE SILVER SANDS, Dave Gardner, OJ	56
62. FREIGHT TRAIN, Patty Draper, Mercury	63
63. FASCINATION, Jane Morgan, Kapp	87
63. WITH ALL MY HEART, Jodie Sands, Chancellor	81
65. C. C. RIDER, Chuck Willis, Atlantic	68
65. FALLEN STAR, Hillsongers, Dot	88
67. FRALLEN, Bobby Helms, Decca	83
68. ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU, Huey Smith, Ace	70
69. HULA LOVE, Buddy Knox, Roulette	76
70. SCHOOL DAY, Chuck Berry, Chess	68
71. AROUND THE WORLD, Bing Crosby, Decca	81
71. BON VOYAGE, Jamie Harper, Pep	90
73. BLACK BLACK, Jim Dandy & Speakeasies, ABC-Paramount	95
74. MY HEART REMINDS ME, Ray Starr, Victor	99
75. OH, BABY DOLL, Chuck Berry, Chess	99
76. YOU'RE MY ONE AND ONLY LOVE, Ricky Nelson, Verve	99
77. TAXI-DRIVER'S BOOGIE WOOGIE, Bill Doggett, Federal	99
78. DANCIN', Perry Como, Victor	64
78. WHAT WILL I TELL MY HEART, Fats Domino, Imperial	74
78. ROCKIN' SHOES, Ames Brothers, Victor	74
81. PARTNER OF THE ROAD, Bobby (Blue) Bland, Duke	83
81. FIRST KISS, Norman Petty Trio, Columbia	83
83. ZIP ZIP, Hucklebuck, Mercury	78
84. BUILD YOUR LOVE, Johnny Ray, Columbia	78
84. COME GO WITH ME, Del Vikings, Dot	78
84. MY PERSONAL POSSESSION, Nat (King) Cole, Capitol	64
84. ROCK YOUR LITTLE BABY TO SLEEP, Buddy Knox, Roulette	86
88. PASSING STRANGERS, Sarah Vaughan & Billy Eckstine, Mercury	89
89. AROUND THE WORLD, McGuire Sisters, Coral	99
89. FASCINATION, Dick Jacobs, Coral	99
89. LITTLE DARLIN', Diamonds, Mercury	73
91. CHICKEN, BABY CHICKEN, Tony Harris, Eko	99
92. HIGH SCHOOL ROMANCE, Georgia Hamilton IV, ABC-Paramount	99
93. REBEL, Cyril Jarvis, Dot	99
95. DARK MOON, Bonnie Guitar, Dot	83
95. HE'S MINE, Platters, Mercury	99
97. FASCINATION, David Carroll, Mercury	99
97. MISS ANN, Little Richard, Specialty	99
97. ROUND AND ROUND, Perry Como, Victor	99
100. DYNAMITE, Brenda Lee, Decca	99
100. FOUR WALLS, Jim Lowe, Dot	99

BEST SELLERS!

THE "5" ROYALES
THINK
King 5053

BILL DOGGETT
SHINDIG
b/w
HAMMER HEAD
King 5070

EARL BOSTIC
JUST TOO SHY
King 5071

DONNIE ELBERT
BELIEVE IT OR NOT
b/w
TELL ME SO
Deluxe 6143

WHAT CAN I DO
Deluxe 6125

TINY TOPSY
AW! SHUCKS BABY
Federal 12302

THE GUYTONES
OOH BOP SHA BOO
Deluxe 6144

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Name of Store or Station .....

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The big new hits are on CORAL RECORDS

DON CORNELL

HOMESICK BLUES / THERE'S ONLY YOU

961879

BORN TO LOVE

b/w

IT'S THE SAME OLD JAZZ (MOMMA!!)

TERESA BREWER

961878

FRAULEIN

b/w

I'M BLUE REMEMBERIN' YOU

STEVE LAWRENCE

961876

Two Sure Shot Hits from Vik

From his new picture "Mr. Rock and Roll"

Teddy Randazzo

I WAS THE LAST ONE TO KNOW

b/w

KIDDIO

VIK X/4X-0289

Their first for VIK—and it's a solid smash!

The Gallahads

sing

ONE LOVE ALONE

b/w

TAKE BACK MY RING

VIK X/4X-0291

Vik records

Something To Rave About!

VAUGHN MONROE'S

Latest and Greatest

"TOMORROW, TOMORROW"

With JOE REISMAN'S Orchestra and Chorus

bw "MISS YOU"

47/20-7019

Published by:
E. B. Marks Music Corp.

RCA VICTOR

RADIO CORPORATION OF AMERICA

the big vocal version

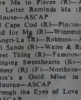
SWINGING SWEETHEARTS

RICHARD HAYES

Orchestra and Chorus Directed by JACK PLEIS

DECCA 9-30436

A NEW WORLD OF SOUND



• Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance as the sheet music jobber level.

This Week		Last Week	Weeks on Chart
1.	TAMMY (Northern)	2	7
2.	AROUND THE WORLD (Young)	1	11
3.	LOVE LETTERS IN THE SAND (Bourne)	4	15
4.	I'M GONNA SIT RIGHT DOWN (AND WRITE MYSELF A LETTER) (De Sylva-Brown-Henderson)	6	7
5.	WHITE SILVER SANDS (Fellows-Peer)	3	7
6.	OLD CAPE COD (Pincus)	5	10
7.	IN THE MIDDLE OF AN ISLAND (Morris)	8	4
8.	FASCINATION (Southern)	7	3
9.	TEDDY BEAR (Gladys)	11	7
10.	SEND FOR ME (Winneton)	10	5
11.	IT'S NOT FOR ME TO SAY (Korwin)	8	10
12.	RAINBOW (Toff-Melchior)	14	2
13.	BYE BYE LOVE (Acuff-Rose)	15	11
14.	AN AFFAIR TO REMEMBER (Feist)	—	1
15.	ISLAND IN THE SUN (Clara)	13	3

• Best Selling Sheet Music in Britain

(For week ending August 24)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Around the World—Sterling (Young)
Love Letters in the Sand—Day (Bourne)
Island in the Sun—Feldman (Clara)
Forgotten Dreams—Mills (Mills)
With All My Heart—Box (Dubmar)
We Will Make Love—Melcher-Iaff (Artists)
My Wonderful—Chappell (Lance)
When I Fall In Love—New World (Young)
Wonderful Wonderful—Lewis (E. B Marks)
Puttin' On the Style—Essex (Melody Trails)
All Shook Up—Belinda (Presley-Shalkna)
White Sport Coat—Frank (Acuff-Rose)
Bye Bye Love—Acuff-Rose (Acuff-Rose)
Dark Moon-Day (Dandelion)
I'd Give You the World—Maxwelcome (Shapiro-Bernstein)
Fire Down Below—Dash (Columbia)
Start Movin'—Bradbury Wood (Skeldon)
Last Train to San Fernando—Evans (Ludow)
Diana—Mellis (Panco)
Scarlet Ribbons—Mills (Mills)

• Best Selling Pop Records in Britain

(For week ending August 24)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week		Last Week
1.	ALL SHOOK UP—Elvis Presley (HMV)	1
2.	DIANA—Paul Anka (Columbia)	3
3.	LOVE LETTERS IN THE SAND—Pat Boone (London)	2
4.	ISLAND IN THE SUN—Harry Belafonte (RCA)	5
5.	BYE BYE LOVE—Everly Brothers (London)	7
6.	LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia)	6
7.	TEDDY BEAR—Elvis Presley (RCA)	8
8.	FABULOUS—Charlie Gracie (Parlophone)	12
9.	WITH ALL MY HEART—Petula Clark (Pye-Nixa)	9
10.	WE WILL MAKE LOVE—Russ Hamilton (Oriole)	11
11.	WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decca)	—
12.	PUTTIN' ON THE STYLE/GAMBLIN' MAN—Lonnie Donegan (Pye Nixa)	4
13.	LITTLE DARLIN'—Diamonds (Mercury)	10
14.	SHIRALEE—Tommy Steele (Decca)	—
15.	WANDERING EYES/I LOVE YOU SO MUCH IT HURTS—Charlie Gracie (London)	
16.	START MOVIN'—Sal Mineo (Philips)	16
17.	AROUND THE WORLD—Ronald Hilton (HMV)	13
18.	DARK MOON—Tony Brent (Columbia)	17
19.	PARADISE—Elvis Presley (HMV)	—
20.	BUTTERFINGERS—Tommy Steele (Decca)	14
20.	ALL STAR HIT PARADE—Beverley Sisters, Max Bygraves, Billy Cotton, Johnston Brothers, Tommy Steele & Johnny Young (Decca)	15

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G Peatman's copyrighted Audience Coverage Index.

Radio

A Night In Trinidad (R)—Bregman, Vocco, Conn—ASCAP
An Affair to Remember (R) (F)—Feist—ASCAP
Around the World (R) (F)—Young—ASCAP
Band of Angels (R) (F)—Witmark—ASCAP
Bye Bye Love (R)—Acuff-Rose—BMI
Fascination (R) (F)—Southern—ASCAP
Forgotten Dreams (R)—Feist—ASCAP
Goody Goody (R) — DeSylva, Brown & Henderson—ASCAP
I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
In the Middle of an Island (R)—Mayfair—ASCAP
It's Not for Me (R)—Korwin—ASCAP
Joan Night (R)—Feist—ASCAP
Love Letters in the Sand (R) (F)—Bourne—ASCAP
Love Me to Pieces (R)—Acuff Rose—BMI
My Letter Reminds Me (R) — Symphony House—ASCAP
Old Cape Cod (R)—Pincus—ASCAP
Send for Me (R)—Winneton—BMI
Shangri-La (R)—Robbins—ASCAP
Soft Sands (R)—Weiss & Barry—BMI
Sweet Thing (R)—Famous—ASCAP
Swinging Sweethearts (R)—Morris—ASCAP
Tammy (R) (F)—Northern—ASCAP
There's a Gold Mine in the Sky (R)—Bourne—ASCAP
Through the Eyes of Love (R)—Pickwick—ASCAP
Tilt (R)—Chappell—ASCAP
When My Sugar Walks Down the Street (R)—Mills—ASCAP
White Silver Sands (R)—Fellows Peer—BMI
(You Can't Love the Man With) Colors (r)—Remick—ASCAP
You Name It (R)—Remick—ASCAP

Television

A Fairies Star (R)—Tree—BMI
An Affair to Remember (R) (F)—Feist—ASCAP
Around the World (R) (F) — Young—ASCAP
Bernardine (R) (F)—Palm Springs—ASCAP
Bye Bye Love (R)—Acuff-Rose—BMI
Call Boys on the Phone (R)—Hawthorne—ASCAP
Chances Are (R)—Korwin—ASCAP
Diana (R)—Panco—BMI
Famous Last Words (R)—Quintet—BMI
Fascination (R) (F)—Southern—ASCAP
I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
In the Middle of an Island (R)—Mayfair—ASCAP
It's Like Getting a Donkey to Gallop (R)—Bregman, Vocco, Conn—ASCAP
Jim Dandy Got Married (R)—Progressive—BMI
Leaving Love (R)—Salmin—BMI
Love Letters in the Sand (R) (F)—Bourne—ASCAP
Love Me to Pieces (R)—Acuff Rose—BMI
My Arms Are a House (R) — Shapiro-Bernstein—ASCAP
Old Cape Cod (R)—Pincus—ASCAP
Send for Me (R)—Winneton—BMI
Rainbow (R)—Robbins—ASCAP
Searchin' (R)—Tiger—BMI
Send for Me (R)—Winneton—BMI
Shake Me I Rattle (R)—Colgem—BMI
Sophia (R)—Thunderbird—BMI
Swinging Sweethearts (R)—E. H. Morris—ASCAP
Tammy (R) (F)—Northern—ASCAP
Teddy Bear (R) (F)—Gladys—ASCAP
You Gotta Stop Supporting the Bank, Frank (R)—Rais—ASCAP
You Wouldn't Do That (R)—Feldman—ASCAP

*LIPS OF WINE

CADENCE #1336

Photo by Jerry Dilling

ANDY WILLIAMS

1. CANADIAN SUNSET
2. BABY DOLL
3. BUTTERFLY
4. I LIKE YOUR KIND OF LOVE
5. *

Published by Mack Martin Music

cadence

Records, Inc., 40 E. 49 St., N.Y.C.

The Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING AUGUST 24, 1957

POPULAR

GOODY GOODY
★ TEENAGERS ★
CREATION OF LOVE
Gee 1039

BYE BYE LOVE
★ EVERLY BROTHERS ★
I WONDER IF I CARE AS MUCH
Cadence 1315

LOVE ME TO PIECES
★ JILL COREY ★
LOVE
Columbia 40933

RAINBOW
★ RUSS HAMILTON ★
WE WILL MAKE LOVE
Kapp 184

THAT'LL BE THE DAY
★ THE CRICKETS ★
I'M LOOKIN' FOR SOMEONE TO LOVE
Brunswick 55009

I'm Gonna Sit Right Down and Write Myself a Letter
★ BILLY WILLIAMS ★
DATE WITH THE BLUES
Coral 61830

WHISPERING BELLS
★ DEL VIKINGS ★
DON'T BE A FOOL
Dot 15592

SHORT FAT FANNIE
★ LARRY WILLIAMS ★
HIGH SCHOOL DANCE
Specialty 608

TO THE AISLE
★ THE FIVE SATINS ★
WISH I HAD MY BABY
Ember 1019

IN THE MIDDLE OF AN ISLAND
★ TONY BENNETT ★
I AM
Columbia 40965

SEND FOR ME
★ NAT (KING) COLE ★
MY PERSONAL POSSESSION
Capitol 3737

STARDUST
★ BILLY WARD ★
LUCINDA
Liberty 55071

WHOLE LOTTA SHAKIN' GOIN' ON
★ JERRY LEE LEWIS ★
IT'LL BE MINE
Sun 267

RETURN
AROUND THE WORLD
★ MANTOVANI ★
THE ROAD TO BALLINGARRY
London 1746

TAMMY
★ DEBBIE REYNOLDS ★
FRENCH HEELS
Coral 61851

IT'S NOT FOR ME TO SAY
★ JOHNNY MATHIS ★
WARM AND TENDER
Columbia 40851

JENNY JENNY
★ LITTLE RICHARD ★
MISS ANN
Specialty 606

WHITE SILVER SANDS
★ DON ROBBO ★
STARS FELL ON ALABAMA
Jubilee 5288

LOVE LETTERS IN THE SAND
★ PAT BOONE ★
BERNARDINE
Dot 15570

DIANA
★ PAUL ANKA ★
DON'T GAMBLE WITH LOVE
ABC Paramount 9831

OLD CAPE COD
★ PATTI PAGE ★
WONDERING
Mercury 71101

TAMMY
★ AMES BROTHERS ★
ROCKIN' SHOES
RCA Victor 6930

MR. LEE
★ BOBBETTES ★
LOOK AT THE STARS
Atlantic 1144

SEARCHIN'
★ THE COASTERS ★
YOUNG BLOOD
Atco 6087

SO RARE
★ JIMMY DORSEY ★
SOPHISTICATED SWING
Fraternity 755

TEDDY BEAR
★ ELVIS PRESLEY ★
LOVING YOU
RCA Victor 7000

WHEN I SEE YOU
★ FATS DOMINO ★
WHAT WILL I TELL MY HEART?
Imperial 5454

FLYING SAUCER
★ BUCHANAN & GOODMAN ★
MARTIAN MELODY
Luniverse 105

HONEYCOMB
★ JIMMIE RODGERS ★
THEIR HEARTS WERE FULL OF SPRING
Roulette 4015

REMEMBER YOU'RE MINE
★ PAT BOONE ★
THERE'S A GOLD MINE IN THE SKY
Dot 15602

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

FALLEN STAR
★ JIMMY NEWMAN ★
I CAN'T GO ON THIS WAY
Dot 15574

FRAULEIN
★ BOBBY HELMS ★
HEARTSICK FEELING
Decca 30194

FOUR WALLS
★ JIM REEVES ★
I KNOW AND YOU KNOW
RCA Victor 6874

FALLEN STAR
★ PERLIN HUSKY ★
PRIZE POSSESSION
Capitol 3742

MY SHOES KEEP WALKING BACK TO YOU
★ RAY PRICE ★
DON'T DO ME THIS WAY
Columbia 40931

GONNA FIND ME A BLUEBIRD
★ MARVIN RAINWATER ★
SO YOU THINK YOU'VE GOT TROUBLES
MGM 12412

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

FARTHER UP THE ROAD
★ BOBBY (BLUE) BLAND ★
SOMETIME TOMORROW
Duke 170

LONG LONELY NIGHTS
★ CLYDE McPHATTER ★
HEARTACHES
Atlantic 1149

MISS YOU SO
★ LILLIAN OFFITT ★
IF YOU ONLY KNEW
Excello 2104

ROCKIN' PNEUMONIA AND THE BOOGIE-WOOGIE FLU
(Parts 1 & 2)
★ HUEY SMITH ★
Ace 539

OVER THE MOUNTAIN
★ JOHNNIE & JOE ★
MY BABY'S GONE ON, OH
Chess 1654

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

BEST BUY — **THE CHORDETTES** . . . . . Just Between You and Me / Soft Santa
Cadence 1320

BEST BUY — **BUDDY KNOX** . . . . . Hula Love / Devil Woman
Roulette 4018

BEST BUY — **THE FIVE ROYALES** . . . . . Think / I'd Better Make a Move
King 5051

BEST BUY — **SAL MINEO** . . . . . Lasting Love / You Shouldn't Do That
Epic 9221

BEST BUY — **THE TUNE WEAVERS** . . . . . Happy, Happy Birthday Baby / Of Man River
Checker 872

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

DIVISION — **THE EVERLY BROTHERS** . . . Wake Up Little Susie / Maybe Tomorrow
Cadence 1318

DIVISION — **MARGIE RAYBURN** . . . If You Were I'm Available
Liberty 55107

DIVISION — **THE FOUR COINS** . . . One Sun / It's Fall
Epic 9220

DIVISION — **GORDON TERRY** . . . . . Wild Honey / Run Little Jean
Cadence 1324

DIVISION — **THE GLADIOLAS** . . . I Wanna Know / Men Cause Girls
Excello 2120

DIVISION — **BILLY WARD & HIS DOMINOES** . . . Deep Purple / Do It Now
Liberty 55099

DIVISION — **JIMMY NEWMAN** . . . A Sweet Kind of Love / Stand Aside
Dot 15567

DIVISION — **ANDY WILLIAMS** . . . Lips of Wine / Straight From My Heart
Cadence 1326

DIVISION — **THE PLATTERS** . . . Only Because / The Measure of You
Mercury 71181

DIVISION — **OTIS WILLIAMS** . . . One Kind Word / Talking to Myself
Deluxe 6157

RECORDS ELIMINATED FROM LAST WEEK'S PANEL

While these records are still juke box favorites in many areas, they have been eliminated because of the greater national programming strength of the NEW HIT records in the adjoining chart.

Shangri-La / First in Line
The Four Coins, Epic 9215

ALLEN CASE

Allen's hit it and he's getting more! With a tremendous following from his recent appearance in "Damn Yankees", he here has recorded a song he wrote, a number he knew was a winner in his own looks to be one more again!

A Nice Town (Is a Good Town To Live In) (From "Damn Yankees")
b/w
One Lucky Ho
with Ray Ellis and
his Orchestra
4—40977

PEGGY KING

The "Julius LaRosa Show" was hardly off the air before we knew Peggy's "C'mon Over" was On The Way! It's a certain winner that's already halfway there! Flip is a unique song with a performance that adds the whole deal up to one of Peggy's most exciting to date!

C'mon Over
b/w
If You Don't Love Me
with Jimmy Carroll
and His Orchestra
4—40996

GUY MITCHELL

The "Ed Sullivan Show" sent "Rosie" off to one of the fastest starts of the year, and this has been Guy's best year yet (for you, too!). Flip? Well, Guy and the "Blues" are sales synonymous!

Call Rosie on the Phone
b/w
Cure For The Blues
with Jimmy Carroll
and His Orchestra
4—40987

RONNIE SELF

A star of the touring, high-rating "Philip Morris Country Music Show, Ronnie's got an ever-growing and devoted following who'll be snapping these showcase numbers up like fresh popcorn! A new artist on lots of talent who can make lots of the old green stuff for you!

Ain't I'm a Dog
b/w
Rollin' Rock Blues
Ronnie Self
4—40989-c

GENE SULLIVAN

This off-beat coupling can easily be an "out-of-left-field" smasheroo! Deejays are always looking for this type song, and advance pressings to Seattle have already shown a real sales surge!

Please Pass the Biscuits
b/w
Wash Your Feet Before Going to Bed
Gene Sullivan
4—40971-c

LESTER FLATT & EARL SCRUGGS

Stars of the "Grand Ole Opry," the boys maintain the highest standards of pure "Country" sound and approach . . . for which there is always a large demand. These are true to their best form . . . your sales will show you!

Don't Let Your Deal Go Down
b/w
Let Those Brown Eyes Smile at Me
Lester Flatt, Earl Scruggs and the Foggy Mountain Boys
4—40990-c

THE SURE-FIRE HITS ARE ON COLUMBIA RECORDS

THE HOTTEST COMPANY IN THE BUSINESS

A DIVISION OF CBS
Ⓒ "Columbia" ® Marcas Reg.

BELIEVE IT OR NOT! I Pay 5¢ Extra per Record and Make MORE Money!

"I NEVER MISS A SALE WITH UPTOWN 1-STOP SERVICE"

GET ALL THE SMASH HITS NOW!

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"ALL ALONE"

MOJO WATSON and his band

ATLAS 1087

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WATCH THIS ONE

"LENORA"

b/w

"BETTY JEAN"

THE TRAVELERS

ATLAS 1086

ATLAS RECORDS

271 W. 125 St. New York

VOX JOX

By JUNE BUNDY

CINMINX: Jack Thayer, general manager of WTGY, Minneapolis, is staging a "Dress Right, Feel Right, Act Right" campaign aimed at combating juvenile delinquency. Thayer opines: "We feel that a teen-ager who is dressed properly will act properly under all circumstances." In line with this, the station has cut a series of spots for the campaign by top disk artists. . . . Dick Johnson, N. D., took a day off August 23, while local sponsors and businessmen took over their microphones for the station's sixth annual "Sponsor Speaks Day."

HOUSTON'S FINEST: Winners of the Houston Press Newspaper's deejay popularity contest this year in the order named—were Paul Berlin, KNUZ, Houston; King Bee, KCOH, Houston; Larry Kane, KNUZ; Johnny Edwards, KHIT, Houston, and Buddy Cannon, K-Y-Z. More than 50 Houston spinners took part in the balloting, with Berlin polling 23,989 votes. Also placing in the top 10 were Phil Page, KNUZ, Houston; Bill Zak, KTRH, Houston; Elliot Fields, KILT, Houston; Tim Nolen, KPRC, Houston; and Chuck Dunaway, KNUZ.

Altho some air personalities went on strike last week at radio station WCKY, Cincinnati, in support of demands for wages and working conditions "comparable to those at other local stations," the station at week's end remained on the air under the operation of supervisory and nonstriking personnel.

The striking members of the American Federation of Television and Radio Artists have set up picket lines in front of the Hotel Sheraton-Gibson, location of the station. There include deejay Rex Dale; Herb Ashford, newscaster, and Dick Williams, Wayne Bell, Charles Wright, Marty Roberts and Dell'ina Wheeldon, announcers. Nonstriking air personnel manning the station are Leo Underhill, a union member; Nelson King, Lloyd Baldwin and Paul Miller, an executive. Baldwin, King and Miller, while not union members, are covered by the union contract. The local wow bargaining rights at the station in a National Labor Relations Board election last May. A union spokesman said decision to strike came in a vote by the striking personnel and the local's board of directors and was authorized by national officers.

Carlile Murdock formerly with WRVA, Richmond, Va., will engage a show from 1 to 4 p.m. over WQAM, Miami. . . . Bob Crystal has left WCAR, Detroit, to join KDTH, Dubuque, Ia. . . . Jim Russell, WBRB, Mt. Clemens, Mich., to join KPOA, Honolulu. His replacement at WBRB is Jim, 10 a.m. to 2:30 p.m. (lot is Ted Barbone, formerly with WTTH, Port Huron, Mich. New program director at WFBM, Indianapolis, is Robert S. Yeager. . . . New staffer at KEYS, Corpus Christi, Tex., is Paul Crawford, formerly with KITE, San Antonio. . . . Steve May, WADK, Newport, R. I., is originating a Sunday afternoon show tagged "The Beachcomber" from Easton's Beach.

CHANGE OF THEME: Bob Nelson of WABD, Johnstown, Pa., was in Manhattan last week to contact labels about disk service for the new daytime indie WBRD, Bradenton-Sarasota, Fla., which goes on the air around October 1st, with Nelson at the helm.

SCOTT SCORNS TOP 40: Radio-TV deejay Ed Scott resigned from KMYN, Denver, as a result of a directive issued by KMYN executives to the effect that from now on, all disk jockeys must adhere to a "prescribed" disk programming to the top 40 tunes, as listed by a station-endorsed source. Scott, an independent deejay, with the station refused to go along with the directive.

In sharp disagreement with the new policy, Scott contended: "Housewives do not like rock and roll, jazz, jive and much of the other stuff that is falsely called music today." Scott still emotes his own daily Western kiddie show over KMYN, Denver, and also operates his own Western talent agency, produces Western melodramas for local nitery and last week announced his candidacy for city council in suburban Englewood, Colo.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in the Billboard

SEPTEMBER 6, 1947
1. Peg O' My Heart
2. That's My Desire
3. I Wonder Who's Kissing Her Now
4. Smoke, Smoke, Smoke (That Cigarette)
5. Feudin' and Fightin'
6. Near You
7. I Wonder, I Wonder, I Wonder
8. When You Were Sweet Sixteen
9. Tallahassee
10. I Wish I Didn't Love You So

SEPTEMBER 6, 1952
1. Auf Wiedersehn, Sweetheart
2. Half as Much
3. Wish You Were Here
4. You Belong To Me
5. Botch-A-Me
6. Wish My Baby Back Home
7. Blue Tango
8. High Noon
9. I'm Yours
10. Here in My Heart

MONITOR MUSICAL SURVEY

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

Charleston, W. Va.
"Rainbow," Russ Hamilton, Kapp
Phoenix, Ariz.
"Llama," Paul Anka, ABC Paramount
Hartford, Conn.
"Chances Are," Johnny Mathis, Columbia
Toledo
"That'll Be the Day," Crickets, Brunswick
Oklahoma City
"Precious Love," Tommy Leonetti, Vik
Fort Worth
"Tammy," Richard Egerton, Mercury
Buffalo
"In the Middle of an Island," Tony Bennett, Columbia
Fort Wayne, Ind.
"Love Letters in the Sand," Pat Boone, Dot
Sioux Falls, S. D.
"Band of Angels," Dick Hyman, M-G-M
Detroit
"Why Ask for the Moon," Red Foley, Decca

EMBER RECORDS

#26 Best Sellers In Stores —Billboard Aug. 19th Issue

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Brand New Release—Watch This One Hit

PUGNOSE AND PONY TAIL

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Wally Hughes

Ember 1014

HERALD RECORDS

Breaking In All Markets

TONITE, TONITE

Mello-Kings

Herald #502

WHEN I MEET MY GIRL

Tommy Ridgely

Herald 501

TROUBLE ON MY MIND

AL SAVAGE

Herald #505

2 Sided Smash—Pick Your Side

HUMDINGER

b/w

STAY WITH ME BABY

Bob Kornegay

Herald #506

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Will Vic Stevens remain THE STRIPEBURN KID?

See the Belcher Issue of Song Hits Magazine

Vic Stevens

singing

LOVE ME BABY

Latest Issue C-W #110 Gun of Zebra

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"I SIT IN MY WINDOW"

#1006

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WHEN I SEE YOU WHAT WILL I TELL MY HEART

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Capitol Records

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

HULA LOVE (Kahl, BMI)—Buddy Knox—Roulette 4018—All markets register heavy sales for the disk. Knox, who scored with his previous releases appears a good bet to repeat. Flip is "Devil Woman," (Kahl, BMI). A previous Billboard "Spotlight" pick.

LASTING LOVE (Salmin, BMI)

YOU SHOULDN'T DO THAT (Salmin, BMI)—Sal Mineo—Epic 9227—Sales are strong on both sides of the platter. "Lasting Love" holds a slight edge at this point. All markets report that it's moving well. A previous Billboard "Spotlight" pick.

JUST BETWEEN YOU AND ME (Winneton, BMI)—The Chordettes—Cadence 1330—Coins are piling up in all markets for the disk. Strongest areas are Boston, Philadelphia, Minneapolis, St. Louis and Durham. Sales are increasing in the markets. Flip is "Soft Sands," (Weiss & Barry, BMI). A previous Billboard "Spotlight" pick.

STORE RECORDED SALES — AUDITED BY AUDIT BUREAU OF CIRCULATIONS — THE BILLBOARD'S

Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING AUGUST 24

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

And That Reminds Me . . . . . *Della Reese* (ASCAP) Jubilee 5292

Bon Voyage . . . . . *Janice Harper* (BMI) Prep 111

Fascination . . . . . *Jane Morgan* (ASCAP) Kapp 191

Hula Love . . . . . *Buddy Knox* (BMI) Roulette 4018

In the Middle of an Island . . . . *Tennessee Ernie Ford* (ASCAP) Capitol 3762

June Night . . . . . *Jimmy Dorsey Ork* (ASCAP) Fraternity 777

Lasting Love . . . . . *Sal Mineo* (BMI) Epic 9227

Lotta Lovin' . . . . . *Gene Vincent* (BMI) Capitol 3763

My Heart Reminds Me . . . . . *Kay Starr* (ASCAP) RCA Victor 6981

You're My One and Only Love . . . . . *Ricky Nelson* (ASCAP) Verve 10070

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• Review Spotlight on . . .

POP RECORDS

THE EVERLY BROTHERS . . . Cadence 1337 . . . . . **WAKE UP, LITTLE SUSIE** (Acuff-Rose, BMI)

MAYBE TOMORROW . . . . . (Acuff-Rose, BMI)

The brothers still have a hit going with "Bye Bye Love." This sock selling here on a rocker-type with cute lyrics seems a strong bet to repeat. Flip, "Maybe Tomorrow," is a country ballad, clicked by the brothers, and presented with attractive hill harmonies. Platter can click in all markets.

THE PLATTERS . . . Mercury 71184 . . . . . **THE MYSTERY OF YOU** (Argo, BMI)

ONLY BECAUSE . . . . . (Argo, BMI)

Flavorsome performance, as usual, by the group who consistently produce hit disks. Top side is a medium beat ballad with fine backing. "Only Because" is also a ballad at a slightly slower clip and is given a smooth, attractive go.

THE FOUR COINS . . . Epic 9229 . . . . . **ONE SIN** (Mellin, BMI)

THIS LIFE . . . . . (Tray, ASCAP)

"Shangri-La" is still going well for the group and these two similarly styled sides can be smash follows. Pick, "One Sin" is revived via a belting vocal against lush rhythm backing. "This Life" is in the same vein, but has a shuffling pace. Either side can make it.

ANDY WILLIAMS . . . Cadence 1336 . . . . . **LIPS OF WINE** (Martin, BMI)

Swingy multi-track vocal on a catchy rhythm tune is strongly chanted by Williams. The tune is reminiscent of "Memories Are Made of This." Solid warbling can mean another hit for the artist. Flip, "Straight From My Heart," is also a multi-track that should attract (Thompson, BMI).

BILLY WARD & THE DOMINOES . . . Liberty 55099 . . . . . **DEEP PURPLE** (Santly-Joy-Select, ASCAP)

The evergreen is given a rock approach by Ward with listrumble support from the group. Similar treatment given "Stardust" was highly successful, and this attractive vocal stint against lush rhythm backing can also find favor. Flip, "Do It Again," is a bright calypso written by Ward (Ward, BMI).

GORDON TERRY . . . Cadence 1334 . . . . . **WILD HONEY** (Acuff-Rose, BMI)

Very appealing vocal by Terry on a charming song with a haunting melody and country-flavored lyrics. The artist makes an impressive debut, and side can attract cues in both pop and c&w markets. Flip, "Run, Little Joey," is also attractive rendered (Merge, BMI).

MARGIE RAYBURN . . . Liberty 55102 . . . . . **IF YOU WERE** (Frank, ASCAP)

I'M AVAILABLE . . . . . (Golden West, BMI)

Side begins with a cheerful voice against a clever rhythm pattern and develops into a bright warbling stint on a cute tune with catchy lyrics. Fine thrusting can easily attract. Flip "I'm Available" is a dual track vocal on a ballad presented equally well. Both have hit potential.

POP DISK JOCKEY PROGRAMMING

BILL SNYDER . . . Decca 30433 . . . . . **MAN OF A THOUSAND FACES** (Northern, ASCAP)

"Man" is the pretty theme from the pic of the same name and is based on a Chopin prelude. The lush instrumental setting with concerto-type piano should provide pleasant listening. "Tammy," the flip is also given an attractive, lush treatment. Spins of either side should please (Northern, ASCAP).

THE BEVERLY SISTERS . . . London 1737 . . . . . **I REMEMBER MAMA** (Tobey, ASCAP)

Top side is a lovely adaptation of "Golden Wedding." Soft light backing accompanies the strong reading on the pretty wedding theme. Flip, "Old Enough to Know," is a ballad with lush backing and a chorus assist, which also rates which (Mills, ASCAP).

Reviews and Ratings

VAUGHN MONROE

Tomorrow, Tomorrow 88

RCA VICTOR 7019—A dangerous side which could easily take off Monroe's vocal is quite effective, and gets strong backing by Reisman's spirited marcli-tempo arrangement. (Marks, BMI)

Miss You 75

Joe Reisman has worked out a fetching arrangement for this standard by the Tobias Brothers. Monroe sings a soulful, tasty side. (Santly-Joy, ASCAP)

THE HIGHLIGHTS

Indiana Style 90

BALLY 1044 — Nostalgic three-beater, sung with flair by group. This one has the potential of a big standard in the vein of so many "moon" songs. (Scherer, BMI)

Turn Around Shoes . . . 78

Unusally catchy opus, chanted with exuberance and a great rhythm. A strong bid by the group, which had one previous click. (BMI Canada, BMI)

TEDDI KING

Then It Starts Again 79

RCA VICTOR 7020—With expressiveness and tasteful phrasing mark Miss King's interpretation of this tender ballad. Lush backing by Hugo Winterhalter. Bound to get heavy jockey play. (Miller, ASCAP)

I Was a Child Till Tonight . . . 75

Bright ditty with good swing and solid vocal verve and show manship (Mellin, BMI)

MILLS BROTHERS

Two Minute Tango 75

DECCA 30430—A swingy tune. Mills Brothers, by smart instrumentation, chant this with very professional aplomb. Nice programming. (Roosevelt, BMI)

Change for a Penny 72

A slow tempo tune of quality, done with feeling and style by the group. Good programming was. (Golden Bell, ASCAP)

(Continued on page 56)

★A NEW STAR BOBBY HELMS A NEW POP HIT "MY SPECIAL ANGEL"

Decca 9-30423 30423

"FRAULEIN"

Decca 9-30194 and 30194

22 WEEKS ON THE CHARTS AND GETTING BIGGER

A NEW WORLD OF SOUND

THE GREAT PIANO STYLING

OF JOE "FINGERS" CARR

on

SOPHIA

record no. 3791

Capitol RECORDS

• Reviews of New Pop Records

• Continued from page 54

LOU BREEZE
Breezin' Along With the Breeze .78
BALLY 1045 — Veteran maestro's theme song, with vocal group and danceable, shufflin' band styling. Fine for jukes and jocks, and could cue another revival. (Remick, ASCAP)
The Royal Coachman .69
Very classy boogie instrumental with big band and occasional vocal group interjections of title. Jocks will like it. (Crosstown, BMI)

BUDDY WILLIAMS
It's My Fault 76
VITA 161—At a brighter pace, this one's a pleader. Williams has a sound of his own, with rather an old-timey touch. Could register. (Swell, BMI)
Cry Angel. 75
Touching warble on an effective weeper with gentle rock and roll backing. This one has a chance. (Spark, BMI)

BONNIE SCOTT
Sugar Corsage 76
RCA VICTOR 7025 Young thrush sells tasty country-styled ditty with intense sincerity and heart. Multi-track vocal gimmick is utilized effectively. Watch this one. (Marks, BMI)
I Can't Believe That You're in Love With Me. .74
The durable oldie is handed an emotion-packed delivery. Flip, tho, is stronger for today's market. (Mills, ASCAP)

JERRY MAR
Sittin' on Top of the World 76
AMP 3 131—Domino treatment for another exuberant standard. Rough, raucus styling has plenty on the ball. This one has same pop and r.&b. strength. (Feist, ASCAP)
Brokenest Heart in Town. 73
Ballad-with-a-beat. Mar doesn't have much resonance in his pipes, but he gets the message over in sock fashion. Two sides with potential. (Scope, BMI)

THE KING SISTERS
Easy to Love 75
CAPITOL 3780—Swingin' selling of the old standard is in a hip, modern groove. The chicks come on like the Freshmen here. Good jockey item. (Chappell, ASCAP)
That Old Feeling .74
Fine thrushing on the old standard employing listenable, modern harmonies with fine backing by Alvino Rey. Spins of the attractively presented tune should flip audiences. (Feist, ASCAP)

JOAN O'BRIEN
Dear Love One 74
VERVE 10080—A song of delicate quality, chanted with simple charm. Touches of calypso and folk are here, as well as a religious quality. Good programming. (Planetary, ASCAP)
Talk to Me Something 74
Smart instrumental arrangement, with bright brass and a swingy tempo backs Joan O'Brien's modern-styled vocal. (Duchess, BMI)

BOB RILEY
Without Your Love .75
DOT 15625—Presley-styled rockabilly side, with frantic vocalizing and solid backing. (Rosh, BMI)
Baby Sitter . 73
Riley is personable, on a pleasing tune with teen-appeal lyrics and a good title. (Rush, BMI)

JOE (FINGERS) CARR
Sea Breeze 74
CAPITOL 3791—Styled in the current Hawaiian-rhythm groove, side features multi-track or group vocal treatment of relaxed ballad with soothing pace. Timely fare for spinners. (Criterion, ASCAP)
Sophia. 73
Flavorsome Mediterranean air is blended with jaunty march tempo with interesting results. Sock piano solo by Carr. Title natural for jock chatter. (Thunderbird, BMI)

DOTTIE FERGUSON
Happy, Happy Birthday Baby 74
MERCURY 71102—Cover of the tune currently going well for the Tune Weavers on Checker. Vocal stint here can still cop coin. (Donna, BMI)
Darling It's Wonderful . .73
Cover of the tune introduced by the Lovers on Lamp Light. listenable delivery with chorus and ork backing could attract. (Lamp, BMI)

GEORGE CATES ORK & CHORUS
You Can Say That Again. .74
CORAL 61072—A bright side. Melody is an old, pretty maxixe. Cates ork, with chorus, does it with precise, carefully measured phrases. Fine for jocks. (Catham, ASCAP)
Valley of the Redwoods. 72
Instrumental with color and mood. Captures the feeling inherent in the title. For jocks. (Instrumental, BMI)

SONS OF THE PIONEERS
The Piney Woods 74
RCA VICTOR 7024—Theme, penned by Johnny Mercer for "The Missouri Traveler," has an attractive folksy quality. The group sells it with simplicity and warmth. Should go both pop and c.&w. (Palm Springs, ASCAP)
Ballad of the Cowboy-Sailor . . . 78
This saga from the NBC-TV show "Eleven Against the Ice" has a pleasing adventurous flavor, and boys warble with appropriate manly bravado. Moderate spin potential in both pop and c.&w. markets. (Spectacular, ASCAP)

HENRI RENE ORK
What's That .73
RCA VICTOR 7021—Unusual instrumental-blend on gay, lighthearted theme. Provocative deejay programming. (Connelly, ASCAP)
Perpetual Melody. .72
Rich instrumental treatment of pretty tune with a lyrical, Latin beat. Dependable deejay material. (Criterion, ASCAP)

SONNY LAND TRIO
My Special Angel. 73
PREP 115—The group has an Ames sound on the ballad which has been covered by Bobby Helms. Soft rhythm backing accompanies. (Merge, BMI)
The Spreading Chestnut .72
Pretty ballad gets a similar presentation. Listenable vocal by the trio is also backed with light rhythm accompaniment. (Merge, BMI)

THE FRATERNITY BROTHERS
A Nobody Like Me 73
VERVE 10081—Unusual song material, both in melodic construction and in lyric. Folk quality is marked. The vocal by Gil Fields is quite effective. For jocks. (Longbridge, ASCAP)
Passion Flower 69
Torchy item by the vocal group, Latin-flavored in tempo and style. Arrangement includes castenets. (Longbridge, ASCAP)

JOHNNY GREEN COND. M-G-M STUDIO ORK
Song of Raintree County . .73
M-G-M 12530—Flick title song, also cut vocally by Nat Cole. Pretty instrumental evokes much atmosphere. Jocks will like it (Robbins, ASCAP)
Silk Stockings. 68
The flick musical director in material that sounds as tho it must come from the track of the Cole Porter pic of same name. Nice stuff for jocks, tho singles sales are not too likely. (Buxton Hill, ASCAP)

ALAN DALE
How Very Wonderful . .73
ABC-PARAMOUNT 9845 — Warm, sincere vocal by Dale on a pretty ballad. Backing is lush and listenable. Side can go over with jocks. (Dalton, BMI)
I'll Never Forgive You . . 71
Soft, relaxed vocal by the artist on a ballad with medium-tempo ork backing and fem chorus support. (Thornette, BMI)

TOMMY DANTON
Oh, Yeah! . .73
PAR 235—Styling is rockabilly, but accent is decidedly pop in this romping side. Lively opus based on the blues, with Danton chanting and group responding. Good for teen dancers. (RacRam, BMI)
Where Do I Stand With You? . 68
Strong rock 'n' roll beat behind this pleader ballad. Good job, but side may not stand out in current heavy crop. (RacRam, BMI)

THE FOUR FRESHMEN
Sometimes I'm Happy .72
CAPITOL 3779—Tune is from the group's album, "Four Freshmen and Five Saxes." Swingin' performance by the crew is listenable as usual. (Harms, ASCAP)
Julia Is Her Name 72
Ballad is presented with modern harmonies, with fine ork support from Dick Reynolds. (Skyview, BMI)

JOHNNY BURNETTE
Butterfingers .72
CORAL 61869—A blues, rockabilly style. Burnette's vocal is solid, with his own individualized phrasing. Originally cut by Britisher Tommy Steele. (Vernon, ASCAP)
Drinking Wine, Spo-Dee-o-Dee, Drinking Wine 71
Rockabilly version of this old bit blues. Burnette belts it out in fine style. Guitar and backing is excellent. (Leeds, ASCAP)

CARMEL QUINN
Who Are You Foolin' Now? .72
M-G-M 12540—Thrush on the "Arthur Godfrey Show" comes on strongly in a rocket groove with cheerful chorus support and bright rhythm backing. New sound by the artist could attract. (Mills, ASCAP)
You Can't Run Away From Your Heart. 71
Pretty waltz is backed by chorus. Good vocal stint may attract. (Pickwick, ASCAP)

ACQUAVIVA ORK
Jent .72
M-G-M 12536 — Undoubtedly, it's Miss James to whom this is dedicated. Pleasant portrait will hit a responsive chord in jocks who are also fans of the thrush. Instrumental, very heavy on the strings. (Sunbeam, BMI)
This Might Be Love 70
Lovely, languid mood piece is handled affectionately by Acquaviva and what sounds like almost too many strings. Some jocks will flip, altho best retail chance is in an LP. (Sunbeam, BMI)

BOBBY PLEASE
Heartache Street .72
ERA 1044—Bouncy, medium-beat tune is attractively presented by the artist with rockin' rhythm backing. Artist is new to disks, but listenable selling makes side worth watching. (Warman, BMI)
Your Driver's License Please 70
Side is in the novelty vein and deals with bothersome cops who find ways to interrupt teen necking in cars. Tune is presented against rockin' medium beat backing. (Warman, BMI)

THE LENNON SISTERS
Shake Me, I Rattle (Squeeze Me, I Cry) 72
BRUNSWICK 55082—Girls sing out sweetly on folksy ditty with strong kiddie appeal about a tot and her doll. Both sides are from group's "Let's Get Acquainted" LP. (Colliseum, BMI)
Pocahontas .70
Sprightly novelty is wrapped up in pert vocal, but flip is better material for throshes. Both tunes should benefit from plugs on Lawrence Welk TV show. (Olman, ASCAP)

RAY CONIFF ORK
Walkin' and Whistlin' .71
COLUMBIA 40991—Cheerful instrumental features a whistled theme with chorus support. Side could click with jocks. Tune is a Coniff original. (Con Cal, BMI)
Melody for Two Guitars 71
Emphasis here is on guitars. The theme is a medium-beat effort that is pleasantly styled. This side could also score as a deejay item. (Hollis, BMI)

JOHN HAMPTON & BAND
Shadow Blues .71
UNITED 210—Good jump blues, in style best classed as rockabilly, with country and pop appeal. Material is out of r.&b. (Annis, BMI)
Honey, Hush .69
Not the Fats Waller tune, but a rockabilly mumble blues. Good beat and flavor—sounds like a satire on Elvis, and some hipsters will find it amusing. (Annis, BMI)

THE MODERNAIRES
Makin' Whoopee .70
CORAL 61873—From the Modernaires' album comes this performance of the noted Donaldson-Kahn tune. The reading is quite modern and sophisticated, with sharp, bright instrumentation (Bregman, Vocco & Conn, ASCAP)
A Foggy Day. 70
This performance of the Gershwin tune is from the same album as the flip. Reading has a sophisticated, swinging quality. For jocks. (Chappell, ASCAP)

TED STANFORD
Endlessly .70
M-G-M 12539—Pretty ballad gets an attractive light vocal with chorus support and rhythmic ork backing. Fair chances. (Starrite, BMI)
Lovers Prayer. 70
Side is also a ballad and the artist styles it nicely with chorus and rhythmic ork support (Bregman, Vocco & Conn, ASCAP)

JACK PLEIS ORK
Search for Paradise . 70
DECCA 30439—Tune, from the Cinerama film of the same title, gets a lush instrumental reading, with chorus. For jocks (Witmark, ASCAP)
Serenade to Michelle 70
Instrumental. This one is sans chorus. Side has a graceful melody and it comes over with good tone quality. (Michele, ASCAP)

ROSEMARY JUNE
Love Me Again .70
PARIS 507—Pretty piping on a ballad with rhythm backing, and a listenable chorus assist. Good deejay side. (Gold, ASCAP)
Put Your Heart in My Hands 69
Medium-beat tune with brassy backing gets a pleasant go by the thrush. Side could also land favor with jocks. (Green, BMI)

DON JOHNSON
Whistle Bait .70
CHIC 1014—Johnston warbles with folksy enthusiasm on a bouncy ditty with a catchy whistle-gimmick and a bright beat. (Smash-Mellin, BMI)
The Whipmaster. 66
Dramatic theme with western flavor is wrapped up in suitably virile vocal treatment. Flip tho is more commercial side. (Smash-Mellin, BMI)

SHEB WOOLEY
Recipe for Love 69
M-G-M 12541 Tune is very much like "Memories Are Made of This." Soft, easy vocal may attract. (Cordial, BMI)
I'm Too Young 68
Calypso tune with cute lyrics is attractively presented with chorus and clever ork support featuring violin pizzicato (Cordial, BMI)

TEDDY PHILLIPS ORK
Lullabye of Love 69
DECCA 30292—Phillips sax and chorus are featured on an old-fashioned waltz. Gentle, listenable stuff. Good for dim-lights dancing. (Brandon, ASCAP)
Thankful .68
Theme is from Tschaikowsky Violin Concerto. It makes a very pretty

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pop adaptation for listening or dancing. Ork is a big one with strings, etc. Fine deejay instrumental. (Amber, & Windy City, ASCAP)

FRANK VIRTUOSO
I'm Going Home 69
TIME 102—Live, shouting, honking opus with strong beat. Not too much different from many rock and rollers, but still well-made wax that could show. (Sea Lark, BMI)
My Constant Love. 68
Virtuoso's raucus warbling doesn't register much appeal on the ballad side. Material deserves a better whirl. Also has a strong beat. (Myers, ASCAP)

SMOKEY ROGERS
Goodnight 68
CORAL 61875—Tune is not the waltz done by Shirley Forewood on Salem and Jo Stafford and Vic Damone on Columbia. This ballad is presented by the Meier Sisters with good backing from Rogers. (Regent, BMI)
Livin', Laughin', Lovin' 65
Vocal by Rogers on a tune in rickytick groove with a country flavor. Side may attract. (Dallas, BMI)

AMBROSE ORK
Georgian Rhumba 68
M-G-M 12542—Exotic setting of the rhumba could do well as a side for deejays. Lush treatment is listenable. (Chappell, ASCAP)
My Heart Reminds Me .. 68
Pretty instrumental setting of the "Autumn Concerto" theme is also a fine jockey item. Versions with lyrics are currently going well for Kay Starr and Della Reese. (Symphony House, ASCAP)

MELODY MAKERS
Carolina Moon 68
HOLLIS 1001—Lively, rock 'n' roll treatment of oldie. Loaded with too many vocal tricks, but different enough to merit spins. (Cromwell, ASCAP)
Let's Make Love Worth While . 67
Fervent vocalizing by group on dramatic ballad, with lead singer doing particularly zealous job on phrasing. (Melody Trails, BMI)

JIMMY CAVELLO
Teenage Lover .68
CORAL 61868—This one is slow and dreamy, with a chorus behind Cavello. A nice horn solo gives an added fillip. (Figure, BMI)
Yo-Yo Baby. 67
Uptempo blues. Cavello's vocal, backed by horns and rhythm, makes a lively side, altho material is routine. (Vernon, ASCAP)

PRIAM KEITH ORK
Autumn Love Song 68
DOT 15624—Lush instrumental version of inspiring theme. Somewhat heavy tho for some deejay shows. (Randy-Smith, ASCAP)

MALCOLM KEEN
Plain We Live. 66
A deep-voiced, reverent narration by actor Keen on a moving religious song. Elaborate backing by chorus and ork is impressive, tho somewhat at variance with title-message. (Chappell, ASCAP)

LIZ WINTERS & BOB CORT
Maggie May 67
LONDON 1748—Folk tune, close to "Darling Nelly Gray," gets the British skiffle treatment. Okay for fanciers of the idiom, of whom there are more on the other side of the water. (Hullis, BMI)
Jessamine . .67
Equally catchy item, for those who dig. Jocks looking for something off-beat might try this one.

THE SMITH SISTERS
Lose Me Tonight ... 67
DOT 1562—Bright, tempo, enthusiastic chirping and no originality whatsoever. Recording skill may give this one some commercial life. (De-Varzon, Fairway, BMI)
Steady Date.. .66
Girl group does still another in a string of teen-age going-steady themes. Nothing at all distinctive about this one, tho it's done with verve. (Terri, ASCAP)

MONICA LEWIS
Let's Face the Music and Dance 66
VERVE 10078—The standard is given a cheerful, Latin approach. Side is a fine deejay item and is from the singer's current album, "Tell It to the Marines." (Berlin, ASCAP)
All Alone ...66
Fine thrushing on the old Irving Berlin evergreen. Side can also find favor with jocks, and is also from her latest LP. (Berlin, ASCAP)

THE SPENCER HAGEN ORK
Tailspin .66
LIBERTY 55095—Pleasant, bright, but not unusual samba instrumental. Unlikely to make a dent as a single. (Larrabee, BMI)
Bubble Bath . 66
Big ork in another diverting, but not distinctive instrumental. Hard to see sales potential here, tho some jocks may spin it. (Larrabee, BMI)

Spiritual

THE ORIGINAL FIVE BLIND BOYS
I'd Be Willing to Run 85
VEE JAY 849—Quality spiritual side spotlights standout work by lead singer on impressive spiritual. Solid stock item. (Conrad, BMI)
It's a Wonder....78
Another great job by the group on a stirring spiritual. (P.D.)

THE SKYLIGHTS
What Shall We Call Him? 80
VEE JAY 848—Powerful performance by group on fervent spiritual, highlighted by exciting sermon-solo by lead singer.
I Need Thee ...79
Same comment. (Conrad, BMI)

THE SPIRITUALAIRES
Family Prayer .78
VEE JAY 847—In contrast to flip, this side is in slower tempo. There's a very high quality of religious feeling here, and an interesting backing, with banjo. (Conrad, BMI)
Pressing On....76
A well-integrated group sings this spiritual with emotional intensity. Lead shouter reaches a high peak of ecstacy. Nice wax. (Conrad, BMI)

Religious

BILL CARLE
Shadrach 78
RCA VICTOR 7016—Virile, legit-styled warbling stint on standard spiritual, with pop-ish backing. Primary appeal is for religious market. (Fischer, ASCAP)
Just One Day at a Time....69
Thoughtful reading of moving sacred item. (Schirmer, ASCAP)

Sacred

CROSSROADS QUARTET
Not My Will 78
M-G-M 12528—Reverent reading of a soulful sacred theme. (Lynn, BMI)
Because I Know....74
Okay chanting on fast-paced sacred song, with effective solo stint by canary. (Lynn, BMI)

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Johnny Cash, Carl Perkins and Jimmy Newman guested on "Town Hall Party," Los Angeles, Saturday (31). . . . Dot recorder Leroy Van Dyke ("The Auctioneer"), working under the personal management of Buddy Black, is set for the Tennessee-Carolina Fair, Newport, Tenn., September 7. Other future dates include Muskogee, Okla., September 14; Tyler, Tex., 18-21; Fort Smith, Ark., 23-24; Tulsa State Fair, Tulsa, Okla., 28; South Texas State Fair, Beaumont, October 17; "Big D Jamboree," Dallas, 18, and Webster Hall, Pittsburgh, November 3. . . . Max and Alvis, singing duo, recently joined the staff of "Big D Jamboree," Dallas.

Ed McLemore, boss man of "Big D Jamboree," Dallas, and Tom Gibson staged a free show at the Shreveport, La., Ball Park Sunday (1) to celebrate their official acquisition of Station KCIC, that city. On deck to entertain were Sonny James, the Marksmen, Bob Luman, Johnny Carroll, Max and Alvis, Sherry Davis, the Country Gentlemen, and emsee Johnny Hicks. . . . Arlie Duff has placed himself under the personal management of Pappy Anderson, now working in public relations with KPIK, new country music station in Colorado Springs, Colo. Anderson also has under his wing Ted West and the Rocky Mountain Boys.

A c.&w. package comprising Marvin Rainwater, Betty Foley, Elton Britt, Shorty and Smokey Warren and the Western Rangers, after a successful swing thru Canada, New Jersey, Maryland and Pennsylvania, stop off September 3-4 at Dunkirk, N. Y., where Wanda Jackson will be the special guest. . . . The Original Westernaires have just out "Let's Make a Fair Trade" b.w. "Tin Ling Tong" on the new Mark label. Jack Swanson, of San-Lyn Music Publications, Syracuse, says that 5,000 copies have been sent to pop and country jocks. Those who may have been missed may obtain a copy by writing to Mark Records, Varick and Lafayette streets, Utica, N. Y.

Mark Anthony, San Francisco promoter, has set Hank Thompson and His Brazos Valley Boys on a string of California dates, beginning with Salinas September 14, and following with Richmond and Brisbane, 15; Santa Rosa, 16; Ukiah, 17; Redding, 18; Oroville, 19; Turlock, 20; Miles, 21, and Vallejo and Sacramento, 22. Hank and his lads also will appear for Cliffie Stone in Los Angeles, where they'll also cut another session for Capitol. . . . Leon McAuliffe and His Cimarron Boys show their wares at the Southeastern Dairy Festival and Stock Show at Hammond, La., September 11-12. They preceed that date with stops at Biloxi, Miss., September 9, and Fort Polk, La., September 10. On September 13 they play Shreveport, La., from whence they hop to Muskogee, Okla., to conclude the week.

Patsy Montana concluded a two-month tour for WLS Artists Bureau, Chicago, with a September 4-5 stand at the Benton, Ark., Rodeo. Patsy, who now resides in Hollywood, was a recent feature at the Illinois State Fair, Springfield, and did a guest show on the Pee Wee King TV show from Chicago August 23. She was also a guest on the final show of the WLS "National Barn Dance" at the Eighth Street Theater, Chicago, Saturday (31). . . . Farin West, who appears weekly on WFHD, Augusta, Ga., would like to obtain 10-minute taped programs in a reciprocal arrangement with other country artists. Tapes will be returned promptly, West says.

Steve Stebbins, of Americana Corporation, Woodland Hills, Calif., has placed Lefty Frizzell (Columbia) and Freddie Hart (Columbia) as permanent members of "Country-America," beamed each Saturday over KABC-TV, Los Angeles, with Joe Allison as emsee. The lads make their initial appearance on the show September 7, when Jimmy Wakely and Herb Hensen will be special guests. Bob Wills and the Texas Playboys occupy the guest slot on the show September 14. . . . Comedian-deejay Red Blanchard has had his morning program on WLS, Chicago, extended to two hours, effective September 2. Red, who adheres strictly to country and western music, will henceforth be heard from 7-9 a.m., Monday thru Saturday.

Texas Bill Strength and his new all-girl unit, the Westernettes, play the County Fair at Madison, Minn., September 7, along with Tex Ritter and Smiley Burnette. Bill recently shared the bill with Ernest Tubb and His Texas Troubadours at the Stillwater Speed Bowl, Stillwater, Minn. He invites all c.&w. artists passing thru the Twin Cities to visit him at his record shop at 202 South 10th Street, Minneapolis, and to appear with him on KEVE radio. Strength recently left the Capitol label and is reported dickering with Decca and Columbia. . . . Sherry Davis, of "Big D Jam-

(Continued on page 60)

POLYNESIAN POP

BY JOE FINGERS' CARR

on

SEA BREEZE

record no. 3791

Capitol RECORDS

• This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

C&W RECORDS

THE EVERLY BROTHERS
Wake Up Little Susie (Acuff-Rose, BMI)
Maybe Tomorrow (Acuff-Rose, BMI)—Cadence 1337—See review in Pop Spotlight section.

JIMMY NEWMAN
A Sweet Kind of Love (Mileoe, ASCAP)
Need Me (Open Road, BMI)—Dot 15267—The sides are presented with the same attractive sound that made "Fallen Star" a big one. Newman registers well on the top side, a medium-beat ballad with chorus support. "Need Me" is more in the "Fallen Star" vein and is also rendered with appeal.

GORDON TERRY
Wild Honey (Acuff-Rose, BMI)—Cadence 1334—See review Pop Spotlight section.

• Reviews of New C&W Records

JOHNNIE & JACK
Move It on Over 82
VICTOR 7018—This is the old Hank Williams tune, loaded with double meaning. It gets a country boogie backing and exuberant chant-and-response effect that make for attractive juke fare. (Acuff-Rose, BMI)
Love Fever . . 82
"The only cure is a wedding ring." Cute ditty with Latin type rhythm in back of the hill-country harmony. Attractive wax, but not one of the group's strongest. (Acuff-Rose, BMI)

SKEETS McDONALD
Fingertips 79
CAPITOL 3778—Rockabilly side with male group backing warbler. Pop and country appeal here. Light touch is a distinctive quality. (Nash, BMI)
Bless Your Little Ol' Heart ...76
Personality-packed warble of a charming country-pop tune. Nice warmth to this one should attract plays. (Central, BMI)

RONNIE SELF
Ain't I'm a Dog 78
COLUMBIA 40989—Artist strikes a rockabilly groove in telling why he's a dog—plenty of steppin' out and a hard time for his women. Listenable support features fine guitar work. (Cedarwood, BMI)
Rocky Road Blues . . 76
Strong selling on a country blues that has a Latin beat. Honky-tonk piano and bright guitar accompany the reading. (Peer Int'l, BMI)

HANK THOMPSON
Tears Are Only Rain 78
CAPITOL 3781—Philosophical, tender message song by Thompson with chorus humming gently in support. Pretty song, well sung, should please the fans. (Brazos Valley, BMI)
Under the Double Eagle . . 72
Thompson's instrumental adaptation of the old PD march features Merle Travis', guitar. Lively side makes good deejay opener and box standard. (Texamo, ASCAP)

ANITA CARTER
Blue Doll 77
CADENCE 1333 — Chirp thrushes delightfully on catchy Boudleaux Bryant ditty. Could go pop in today's market. (Acuff-Rose, BMI)
Go Away Johnnie . . 74
Another strong Bryant tune—this one a touching ballad—is sung with simplicity and sweetness by Miss Carter. (Acuff-Rose, BMI)

DORIAN BURTON
Yesterday 77
DECCA 30413—A strong weeper, with an effective arrangement Burton belts out the lyric with emotional intensity, in slow tempo. A chorus, and a bright piano part are effective Watch it. (Adonis, BMI)
Do You Love Me? . . 72
Burton asks this age-old question to a lively instrumental backing, with a chorus heightening the effect. There's a pleasant Tex-Mex flavor to the arrangement. (Adonis, BMI)

SLIM COXX
Oh Golly, Gosh, Oh Gee 75
EVENT 4267—A strong weeper. Slim Coxx sings it with a world of heart. Backing is completely traditional. Will appeal to many, and merits exposure. (Peer Int'l, BMI)
Sitting Here All Alone . . 73
Lively rhythm marks this side. Coxx chants the tune with enthusiasm, backed by good traditional string backing. (Peer Int'l, BMI)

JOHNNY BOZEMAN
How Many? 74
SANDY 1001 — Rockabilly-flavored side, with a boogie piano line standing out in the arrangement. Bozeman's vocal is effective. Likely to get action. (Burnt Oak, BMI)
Blues and I . . 78
A rock and roller. Bozeman belts it out in good fashion. Arrangement features a chorus and typical triplet backing in the piano. (Fairway, BMI)

HANK WILLIAMS
No One Will Ever Know 73
M-G-M 12535—The late Hank Williams wails with telling pathos on an appealing weeper. Not up to standard of his greatest, but should please his old fans. Williams' guitar is sole backing. (Milene, ASCAP)
The Waltz of the Wind . . 72
Pretty ballad with gentle pace is warbled with sincerity and feeling. Same comment on sales potential. (Milene, ASCAP)

HAPPY WAINWRIGHT
My Baby Don't Love Me No More ...72
SANDY 1004—Country blues. The boys really get a swinging effect with this one. Lot of flavor in the vocal and backing. (Nash, BMI)
Walking and Talking . . 67
Country blues. Vocal adequate. Side has a driving rhythm and a funky sound. (Nash, BMI)

JOE CARSON
Crazy Dream 69
CAPITOL 3760—Cover of the tune that is going well for Eddy Arnold. Vernon here can still pull coin. (Brazos Valley, BMI)
Take Me in Your Arms 69
Medium-beat honky-tonker is presented with hill backing featuring fiddles and guitar. Fair chances. (Brazos Valley, BMI)

BILL CARLISLE
Uncle Bud 69
VICTOR 7017—Tribute to Uncle Bud is in the rocker vein. Hill sound is listenable. (Warden, BMI)
I've Waited Too Long . . 68
Country waltz is presented with attractive hill harmony with violin and guitar backing. Weeper may attract. (Acuff-Rose, BMI)

BERT WELLS
Beatin'-Beatin' 68
KEY 5712—Novelty rhythm tune. Wells' vocal is accompanied by sounds of barking dogs and other gimmicks. Stop beatin' round the bush is the theme. For c&w deejays. (Round Table, ASCAP)
Cattle Call . . 65
The Western tune, done with considerable success by Eddy Arnold about a year ago, gets a nice vocal reading by Wells, backed by a simple string accompaniment. (Forster, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 65 or less

CURTIS BUNYARD: Sweet Smiles and Ways I'm Happy—Sandy 1003
MARLON "MADMAN" MITCHELL: Bermuda Shorts/Ice Cold Baby—Vene 100
SINGING CHEROKEE: I Wish I Had a Penny/I Hate to Go Home—Bakersfield 100
CLIFF WALDON: Forlorn/My Baby Doll—Mark 107

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 24

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Is It Wrong? Warner Mack, Dec.
2. I Heard the Bluebirds Sing
Jim Edward, Maxine & Brown Bonnie, Vic.
3. On My Mind Again, B. Walker, Col.
4. Young Hearts, Jim Reeves, Vic.
5. Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

Dallas-Fort Worth

1. Fraulein, Bobby Helms, Dec
2. Geisha Girl, Hank Locklin, Vic
3. Bye Bye Love, Everly Brothers, Cde.
4. Four Walls, Jim Reeves, Vic.
5. My Shoes Keep Walking Back to You
Ray Price, Col.
6. Bye Bye Love, Webb Pierce, Dec.
7. Fallen Star, Ferlin Husky, Cap.
8. My Arms Are a House, Hank Snow, Vic.

SMASH HIT!
"WHOLE LOT OF SHAKIN' GOING ON"
and
"IT'LL BE ME"
JERRY LEE LEWIS
SUN 267

Houston

1. Bye Bye Love, Everly Brothers, Cdc.
2. Geisha Girl, Hank Locklin, Vic.
3. Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
4. Fraulein, Bobby Helms, Vic.
5. Teddy Bear, Elvis Presley, Vic.
6. Fallen Star, Ferlin Husky, Cap
7. My Shoes Keep Walking Back to You
Ray Price, Col.

Memphis

1. Fraulein, Bobby Helms, Dec.
2. Bye Bye Love, Everly Brothers, Cde
3. Is It Wrong, Warner Mack, Dec.
4. Gonna Find Me a Bluebird
Marvin Rainwater, M-G-M

Nashville

1. My Shoes Keep Walking Back to You
Ray Price, Col.
2. Fraulein, Bobby Helms, Dec.
3. Teenage Dream, Marty Robbins, Col.
4. Whole Lotta Shakin' Going On
Jerry Lee Lewis, Sun
5. Home of the Blues, Johnny Cash, Sun

New Orleans

1. Teddy Bear, Elvis Presley, Vic.
2. Bye Bye Love, Everly Brothers, Cde.
3. Is It Wrong, Warner Mack, Dec
4. Sick and Tired, Chris Kenner, Imperial
5. Next in Line, Johnny Cash Sun

Richmond, Va.

1. My Shoes Keep Walking Back to You
Ray Price, Col.
2. Fallen Star, Jimmy Newman, Dot
3. Fraulein, Bobby Helms, Dec
4. Teddy Bear, Elvis Presley, Vic.

News Review

• Continued from page 12

terial reaching back as far as 1929, when "Fifty Million Frenchmen" was produced. Percy Faith's Gershwin and Paul Weston's Kern are similarly all-inclusive in the range of material.

Each of these two-record sets represents a plush packaging job, with extensive liner notes. But from a merchandising point of view, perhaps the most important angle to the dealer is the fact that taken together, the four sets represent a unified series. Whereas each of the covers are distinctive, there is nevertheless a unifying theme in the layout. This fact—and the nature of the product—calls for mass display. With proper salesmanship, one set should help to sell another.

Musically, these packages are very appealing. They represent just about the greatest selection of American show music, arranged and performed by top talents. Granted that this material has been performed ad infinitum, the packaging and merchandising approach plus the combination of name power will undoubtedly prove potent. GEORGE GERSHWIN (2-12") Percy Faith Ork (Columbia C2L-1); JEROME KERN (2-12") Paul Weston Ork (C2L-2); RICHARD RODGERS (2-12") Andre Kostelanetz Ork (C2L-3); COLE PORTER (2-12") Michel Legrand Ork (C2L-4). Paul Ackerman.

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 24

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week		Last Week	Weeks on Chart
1.	BYE BYE LOVE (BMI)—Everly Brothers I Wonder If I Care as Much (BMI)—Cadence 1315	1	16
2.	TEDDY BEAR (ASCAP)—Elvis Presley LOVING YOU (BMI)—Vic 20-7000	2	10
3.	WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis It'll Be Mine (BMI)—Sun 267	3	11
4.	FRAULEIN (BMI)—Bobby Helms Heartache Feeling (BMI)—Dec 30194	4	23
5.	GONNA FIND BE A BLUEBIRD (BMI)—Marvin Rainwater So You Think You've Got Troubles (BMI)—M-G-M 12412	5	19
6.	FOUR WALLS (BMI)—Jim Reeves I Know and You Know (BMI)—Vic 20-6874	6	19
7.	MY SHOES KEEP WALKING BACK TO YOU—Ray Price Don't Do This to Me (BMI)—Col 40951	8	4
8.	FALLEN STAR (BMI)—Ferlin Husky Prize Possession (BMI)—Cap 3742	9	8
9.	FALLEN STAR (BMI)—Jimmy Newman I Can't Go On This Way (ASCAP)—Dot 15574	7	14
10.	WHITE SPORT COAT (BMI)—Marty Robbins Grown-Up Tears (BMI)—Col 40864	10	21
11.	TANGLED MIND (BMI)—Hank Snow MY ARMS ARE A HOUSE—Vic 20-6955	11	7
12.	SOMEDAY (BMI)—Webb Pierce HONKY TONK SONG (BMI)—Dec 30255	—	22
13.	IS IT WRONG? (BMI)—Warner Mack Baby Squeeze Me (BMI)—Dec 30301	12	4
14.	NEXT IN LINE (BMI)—Johnny Cash Don't Make Me Go (BMI)—Sun 266	14	15
14.	GEISHA GIRL (BMI)—Hank Locklin Livin' Alone (BMI)—Vic 20-6984	13	2

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING AUGUST 24

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	BYE BYE LOVE—Everly Brothers Cadence 1315—BMI	1	17
2.	MY SHOES KEEP WALKING BACK TO YOU—Ray Price Col 40951—BMI	6	5
3.	FALLEN STAR—Jimmy Newman Dot 15574—BMI	2	16
4.	FOUR WALLS—Jim Reeves Vic 20-6874—BMI	3	19
5.	FRAULEIN—Bobby Helms Dec 30194—BMI	4	21
6.	WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis Sun 267—BMI	14	7
7.	GONNA FIND ME A BLUEBIRD—M. Rainwater M-G-M 12412—BMI	5	22
8.	TEDDY BEAR—Elvis Presley Vic 20-7000—ASCAP	7	9
8.	TANGLED MIND—Hank Snow Vic 20-6955—BMI	9	3
10.	FALLEN STAR—Ferlin Husky Cap 3742—BMI	12	6
11.	MISSING YOU—Webb Pierce Dec 30321—BMI	8	12
11.	THREE WAYS—Kitty Wells Dec 30288—BMI	—	9
13.	WHITE SPORT COAT—Marty Robbins Col 40864—BMI	10	21
14.	I HEARD THE BLUEBIRDS SING—Jim Edward, Maxine & Bonnie Brown Vic 6995—BMI	—	1
14.	ON MY MIND AGAIN—Billy Walker Col 46920—BMI	12	6
14.	TWO SHADOWS ON YOUR WINDOW—Jim Reeves Vic 6973—ASCAP	—	2

Leon Miller
and the
MILLER BROS.
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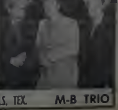
SAM GIBBS—1540 HANOVER—WICHITA FALLS, TEX. M-B TRIO

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 24

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throut the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week		Last Week	Weeks on Chart
1.	**TEDDY BEAR** (ASCAP)—Elvis Presley **LOVING YOU** (BMI)—Vic 20-7000	3	9
2.	**SHORT FAT FANNY** (BMI)—Larry Williams High School Dance (BMI)—Specialty 608	3	11
3.	**SEARCHIN'** (BMI)—Coasters **YOUNG BLOOD** (BMI)—Atco 6087	1	17
4.	**SEND FOR ME** (BMI)—Nat (King) Cole My Personal Possession—Cap 3737	2	10
5.	**WHISPERING BELLS** (BMI)—Del Vikings Don't Be a Fool (BMI)—Dot 15592	6	7
6.	**STARDUST** (ASCAP)—Billy Ward Lucinda (BMI)—Liberty 55071	8	8
7.	**FARTHER UP THE ROAD** (BMI)—Bobby (Blue) Bland Sometime Tomorrow (BMI)—Duke 170	5	3
8.	**WHOLE LOTTA SHAKIN' GOIN' ON** (BMI)—Jerry Lee Lewis It'll Be Mine (BMI)—Sun 267	—	1
9.	**ROCKIN' PNEUMONIA** (BMI)—Huey Smith Part 1 & 2 (BMI)—Ace 530	10	6
10.	**TO THE AISLE** (BMI)—Five Satins Wish I Had My Baby (BMI)—Ember 1019	13	7
11.	**LONG LONELY NIGHTS** (BMI)—Clyde McPhatter Heartaches (ASCAP)—Atlantic 1149	9	5
11.	**BYE BYE LOVE** (BMI)—Everly Brothers I Wonder If I Care as Much (BMI)—Cadence 1315	6	11
13.	**JENNY, JENNY** (BMI)—Little Richard **MISS ANN** (BMI)—Specialty 606	10	12
14.	**MISS YOU SO** (BMI)—Lillian Offitt If You Only Knew (BMI)—Excello 2104	12	3
15.	**OVER THE MOUNTAIN** (BMI)—Johnnie & Joe My Baby's Gone On, On (BMI)—Chess 1664	14	16

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING AUGUST 24

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throut the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	FARTHER UP THE ROAD—Bobby (Blue) Bland Duke 170—BMI	8	2
2.	WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis Sun 267—BMI	8	3
3.	SEND FOR ME—Nat (King) Cole Cap 3737—BMI	1	7
3.	TEDDY BEAR—Elvis Presley Vic 7000—ASCAP	4	10
5.	WHISPERING BELLS—Del Vikings Dot 15592—BMI	6	4
5.	SHORT FAT FANNIE—Larry Williams Specialty 608—BMI	2	9
7	LONG LONELY NIGHTS—Clyde McPhatter Atl 1149—BMI	5	3
8.	MISS YOU SO—Lillian Offitt Excello 2104—BMI	—	2
9.	STARDUST—Billy Ward Liberty 55071—ASCAP	6	6
10.	TO THE AISLE—Five Satins Ember 1019—BMI	13	4
11.	SEARCHIN'—Coasters Atco 6087—BMI	3	13
11.	LONG LONELY NIGHTS—Lee Andrews Chess 166[illegible]—BMI	—	3
11.	JENNY, JENNY—Little Richard Specialty 606—BMI	—	9
14.	MR. LEE—Bobbettes Atl [illegible]144—BMI	—	9
14.	OVER THE MOUNTAIN—Johnnie & Joe Chess 1664—BMI	13	12

Bustin' Out All Over . . .

N. Y.—Chicago—Newark—Atlanta—St. Louis . . .

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BIG MAYBELLE'S

"ALL OF ME" Savoy 1512

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SAVOY RECORD CO., Inc NEWARK, N.J.

• Reviews of New R&B Records

THE DRIVERS

Blue Moon .75

VICTOR 7023—The great Rodgers and Hart standard is rendered practically unrecognizable, via a rock and roll treatment with a Latin beat. Off-beat jockey wax, which is different enough to be dangerous. (Robbins, ASCAP)

I Get Weak .73

A rockin' side with enthusiastic vocalizing by the group and a driving beat. (Shalimar, BMI)

RUTH AND AL

P's and Q's 75

IMPERIAL 5458—Brisk tempo rocker. Team has easy under-playing quality reminiscent of Mickey and Sylvia. Engaging side merits a whirl. (Reeve, BMI)

I'll Be the Bee 71

Good job on material that doesn't offer anything outstanding. Team has potential, tho. (Reeve, BMI)

ROY MILTON

Jeeps Blues 74

KING 5074 — Soulful instrumental blues, slow in tempo and with plenty of mood. There's a Yancey bass figure in the piano, and some beautiful work by the horns. For deejays looking for quality wax of this type. (Amer. Acad., ASCAP)

A Brand New Thrill . 71

A slow-tempo blues. Milton's chanting is backed by an interesting arrangement, which includes a lacy piano with gospel figures. Fair commercial potential. (Jay & Cee, BMI)

THE IVY LEAGUERS

Deposit Your Love in the Bank of My Heart 74

FLIP 325—Owens and group sing this one against a pseudo-Latin rhythm. Has a sound and should command attention. (Limax, BMI)

Beware of Love ..70

Very fancy opus, intensely warbled by soloist Richard Owens and teen-sounding group. Message manages to get over, and this could do well in a long pull. (Limax, BMI)

THE VELVETONES

Melody of Love .73

ALADDIN 3391—The "vocal" here is a recitative, with blues instrumentation in the backing. Where title comes from is not clear. Best part of this is the funky instrumentation rather than the player. (Presser, ASCAP)

I Found My Love 69

A ballad, very slow and dreamy in tempo. Develops into a recitative, during which a male and then a female take solos to voice noble sentiments. (Aladdin, BMI)

WYNONIE HARRIS

A Tale of Woe 70

KING 5073—The shouter does a commendable job. Material is not too bright, but there's a swinging instrumental quality to the arrangement. (Jay & Cee, BMI)

There's No Substitute for Love 78

Novelty blues. Shouter Harris, backed by a chorus, demands the real thing. (Jay & Cee, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

JOE COLOMBO: Please Come Back Darling/Love You All the Time—Amps (4)
AGGIE DUKES: John, John/Well of Loneliness—Aladdin 3388
THE EMPIRES: If I'm a Fool *Zippety Zip*—AMP 132
JOHNNY FLAMINGO: When I Lost You/My Teen-Age Girl—Aladdin 3385
Flock-Rocker: Political Prayer Blues Chicago Woman—Planet 100
ROY & GLORIA: So Good—So Fine—You're Mine/We Fell in Love—Deluxe 6145

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 24

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. **Farther Up the Road** Bobby (Blue) Bland, Duke
2. **Think**, Five Royals, King
3. **Diana**, Paul Anka, ABC-Pml.
4. **To the Aisle**, Five Satins, Emb.
5. **Short Fat Fannie**, Larry Williams, Spe.
6. **Whispering Bells**, Del Vikings, Dot

Charlotte

1. **Short Fat Fannie**, Larry Williams, Spe
2. **Teddy Bear**, Elvis Presley, Vic.
3. **Stardust**, Billy Ward, Lbt.
4. **Rockin' Pneumonia and the Boogie Woogie Flu**, Huey Smith, Ace

Chicago

1. **Farther Up the Road** Bobby (Blue) Bland, Duke
2. **Searchin'**, Coasters, Atco
3. **Teddy Bear**, Elvis Presley, Vic.
4. **Send for Me**, Nat (King) Cole, Cap.

Cincinnati

1. **Searchin'**, Coasters, Atco
2. **Think**, Five Royals, King
3. **Stardust**, Billy Ward, Lbt.
4. **Sometime Tomorrow** Bobby (Blue) Bland, Duke
5. **Rockin' Pneumonia and the Boogie Woogie Flu**, Huey Smith, Ace

Detroit

1. **Send for Me**, Nat (King) Cole, Cap.
2. **Searchin'**, Coasters, Atco
3. **Farther Up the Road** Bobby (Blue) Bland, Duke
4. **Miss You So**, Lillian Offitt, Exc.
5. **Stardust**, Billy Ward, Lbt.
6. **Please Send Me Someone to Love** Moonglows, Chs.

Los Angeles

1. **Send for Me**, Nat (King) Cole, Cap
2. **Farther Up the Road** Bobby (Blue) Bland, Duke
3. **Teddy Bear**, Elvis Presley, Vic.
4. **Searchin'**, Coasters, Atco
5. **Long Lonely Nights** Clyde McPhatter, Atl.
6. **Mr. Lee**, Bobbettes, Lamp

New Orleans

1. **Miss You So**, Lillian Offitt, Exc.
2. **Farther Up the Road** Bobby (Blue) Bland, Duke
3. **Searchin'**, Coasters, Atco
4. **Sick and Tired**, Chris Kenner, Imp.
5. **When I Meet My Girl** Tommy Ridgley, Her.
6. **Stardust**, Billy Ward, Lbt.

New York

1. **Mr. Lee**, Bobbettes, Lamp
2. **Bye Bye Love**, Everly Brothers, Cdc.
3. **Long Lonely Nights** Clyde McPhatter, Atl.
4. **Stardust**, Billy Ward, Lbt.
5. **C. C. Rider**, Chuck Willis, Atl.

Philadelphia

1. **Send for Me**, Nat (King) Cole, Cap.
2. **To the Aisle**, 5 Satins, Emb.
3. **Stardust**, Billy Ward, Lbt.
4. **Short Fat Fannie**, Larry Williams, Spe
5. **Long Lonely Nights** Clyde McPhatter, Atl.

St. Louis

1. **Teddy Bear**, Elvis Presley, Vic.
2. **Miss You So**, Lillian Offitt, Exc.
3. **Send for Me**, Nat (King) Cole, Cap.
4. **Bye Bye Love**, Everly Brothers, Cdc

Washington, D. C.

1. **That'll Be the Day**, Crickets, Brk
2. **Long Lonely Nights** Clyde McPhatter, Atl.
3. **Send for Me**, Nat (King) Cole, Cap.
4. **Whole Lotta Shakin' Goin' On** Jerry Lee Lewis, Sun
5. **Please Send Me Someone to Love** Moonglows, Chs.

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CLIMBING FAST

• Review Spotlight on . . .

LARRY BIRDSONG

If You Don't Want Me No More (Tollie, BMI)

I'm Pleading Just for You (Tollie, BMI)—Vee Jay 254—Top tune is a ballad with rhythmic, bluesy backing and the artist reads it with sincerity. Fervent vocal makes side a strong one. "Pleading" is a rocker and the artist gives it a shoutin' go that should attract.

OPERATORS BEST NEW RELEASES — In the opinion of Billboard staff reviewers

OPINION — LARRY BIRDSONG . . . I'm Pleading for Just Your Kiss / If You Don't Want Me No More — Vee Jay 254

VEE JAY RECORD COMPANY

2129 South Michigan Avenue — Chicago, Illinois
All Phones: CAlumet 5-6141

• This Week's R&B Best Buys

HAPPY, HAPPY BIRTHDAY, BABY (Arc-Doona, BMI) The Tune Weavers—Checker 872—The platter is a strong one in all of the top r.&b. markets and is showing considerable strength in pop markets and is showing considerable strength in pop markets also. Flip is "Ol' Man River" (Harms, BMI). A previous Billboard "Spotlight" pick.

THINK (Armo, BMI)—The 5 Royales—King 5053—The side has been in release for several weeks and is now beginning to move well. Most markets report strong sales. Elsewhere, sales are building. Flip is "I'd Better Make a Move," (Armo, BMI

• Review Spotlight on . . .

R&B RECORDS

THE PLATTERS
The Mystery of You (Argo, BMI)
Only Because (Argo, BMI)—Mercury 71184—See review in Pop Spotlight section.

BILLY WARD AND THE DOMINOES
Deep Purple (Robbins, ASCAP
Do It Again (Ward, BMI)—Liberty 55099—See review in Pop Spotlight section.

THE GLADIOLAS
I Wanta Know (Excellorec BMI)
Hey! Little Girl (Excellorec, BMI) — Excello 2120 — "I Wanta Know" is a rocker that is exuberantly delivered. Strong performance by the crew is their best since "Little Darlin'." The flip "Girl" is a pretty ballad with rhythm backing. Attractive vocal by the lead is nicely supported by the group. Two strong sides.

OTIS WILLIAMS AND HIS CHARMS
Talking to Myself (Jay-Cee, BMI)
One Kind Word From You (Jay-Cee BMI)—Deluxe 6147—Williams gives out with an expressive warble on "Talking," a mild rocker. Bright, brassy ork backing and chorus support the side. Flip, "One Kind Word From You," is a pretty ballad that is also attractively presented. Strong deliveries can repeat success of "United."

Capitol Aims

• Continued from page 12

sated via its "Harry James in Hi-Fi" series, an appeal to the theory that James and other bands had not been previously recorded in high fidelity.

It's important to note, too, that few of the bands on the label have been recorded on anything but package goods. Firm has adopted the view that there isn't too much of a market for a pop single by a band, with more potential existing in the thriving album market.

The dance bands and studio orchestras are given a fairly wide berth as to album ideas, i.e., Les Baxter's recording some years ago of "The Passions." In this latter category, Capitol numbers Baxter, Nelson Riddle, Gordon Jenkins, Billy May and Van Alexander among its pactees.

Extensive promotion is extended to all road bands by Cap's field force, with tie-in deals with disk jockeys, dealers and store appearances. Cap's branches are kept informed of all play-dates in their areas, with special attention devoted to a leader's activity in the motion picture and television field.

Apparently the Capitol approach is paying off, with new bands joining the label with increasing frequency. The weight of the roster alone is impressive; the rapport between repertoire and merchandising is undoubtedly adding substantially to the label's sales.

Promising Target

• Continued from page 12

Also on the M-G-M tie-up calendar this year was a deal with Hershey Candy on Robin Hood's "Kisses" single.

Capitol's current tie-up is built around George Shearing's new LP "Black Satin" and a perfume of the same name. Under ABC-Paramount's tie-up with Budweiser Beer earlier this year, the brewery salesmen personally saw to it that one of the label's disks was played on tavern juke boxes on their route. The label also recently gifted its distributors and key TV jocks with Wheel-O's, a gravity-gimmick toy to dramatize the need for continual promotion.

FOLK TALENT AND TUNES

• Continued from page 57

boree," has a release on the new Fashion label, with "Broken Promises" the top side. . . . Gene Vincent and His Blue Caps and Lenn Payne, currently in the Pacific Northwest, will guest on "Big D Jamboree" September 7.

"Big D Jamboree," Dallas, has a big night scheduled for September 21 when it celebrates its 12th anniversary. Hank Snow and His Rainbow Ranch Boys, Mother Maybelle and a host of other names will be on deck for the occasion. . . . Margie Singleton's new release on the Starday label is "Love Is a Treasure" b.w. "My Picture of You." Deejays who may have been missed in the mailing may obtain a sample by writing to Margie's manager, Dee Marais, at 3938 Huston Street, Shreveport, La. . . . Autry Inman has purchased the S... Beach Club, Orlando, Fla. Holding forth there are the Autry Inman Inmates, comprising Wesley Stevens, Billy Smith, Joe Wright and Freddy Messer.

Lawton Williams, writer of "Geisha Girl," recently recorded by Hank Locklin on RCA Victor, is still on "Cowtown Hoedown," heard each Saturday night over KCUL, Fort Worth. Williams' other tune, "Fraulein," which scored handsomely in the c.&w. field, has also invaded the pop field, with Don Estes cutting it for Decca and Steve Lawrence for Coral. . . . Artie Glenn, writer of "Crying in the Chapel," left Fort Worth recently for Los Angeles to visit his son Darrel who is now headquartering there.

Charlie Wright, Dallas agent and manager, typewrites under recent date: "I read in your column of the drowning of Paul Gilley, of Maytown, Ky. A few days before he drowned I received from him a tape with several songs co-written by Frank Kratz. I accepted two of the songs for Fairway Music, Hollywood, and sent contracts to Gilley for his signature and the signature of K... The ..., of course, were never signed. I have made an effort to reach a ... someone authorized to sign in Gilley's place. This also failed. I don't know who to contact further. Maybe a notice in your column will reach such a person. I'd like to have the signed contracts so the songs may be cleared. My address is ... Fort ... Avenue, Dallas."

Cowboy Copas will emsee the Prince Albert portion of "Grand Ole Opry" over the NBC radio network via WSM, Nashville, September 7, when Kitty Wells will be special guest. Jack Stapp, of Tree Publishing Company and formerly program director with WSM, continues to produce the show. . . . Tabby West, who has been appearing on "Town Hall Party," Compton, Calif., Monday (2) joined a unit headed by Tex Ritter for a tour of celebrations, fairs and still dates thruout the Midwest. Trek will run thru September. Tabby's newest Decca release is "Send Me Somebody Like Joe" b.w. "The Texas Millionaire."

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

Lavern Baker guested last week's Ed Sullivan TV show performing "Jim Dandy Got Married." . . . The Coasters sang their hit "Searchin'" on Steve Allen's program the same evening, flying in from Seattle for the stint, and then planing back again to continue their West Coast tour. . . . The Bobbettes were on hand to send jockey Lee Donahue, WKIT, Garden City, on his 50-hour endurance run at Roosevelt Shopping Center last week. Donahue's Fiat 1100 was draped with a banner plugging the group's current hit, "Mr. Lee." . . . Gary Kramer, Atlantic Records, promises another of his swingin' news letters soon. The next will deal with a pub crawl thru New York jazz niteries from the Club Bohemia to the RSVP and will discuss the wee hour happenings therein.

Imperial Records pacted a new r.&b. duo last week, the team of Ruth & Al, whose first release is "I'll Be the Bee" b.w "P's and Q's." . . . Jake Porter, Combo Records, inked Margie Williams to a term pact. . . . Max Feirtag, Flip Records, has signed the Cyclones and the King Bees. . . . Roy & Gloria and a new Philadelphia group, the Guytones, have been inked by DeLuxe Records. First release for Roy and Gloria will be "We Fell in Love" b.w "So Good So Far." The Guytones' first disk is "Oo-Bop-She-Bop" b.w "You Won't Let Me Go."

Leo Mesner, Aladdin Records, has completed the first of his new $1.98 LP's. Releases will include sets by Lloyd Glenn, Henry Busse, the Five Keys, Murray Korda, Shirley & Lee and Amos Milburn. The product will be on Score Records with the firm aiming for the rack market at the outset. . . . Little Willie & the Pleasers have covered "Play...g" on Aladdin. . . . The Lyric Theater, Los Angeles, will be reopened shortly as a vaude house with a lengthy series of pop and rock and roll shows to be presented. Promoters will produce four shows a day on weekends only.

Disk Jockey Earl McDaniel joins Station KLAC in Los Angeles next week. . . . Earl Grant, Decca Records, has just completed his first Decca album for the label. The diskery has skedded its release for next month. . . . Donnie Elbert and Annie Laurie interrupted a tour with Roy Hamilton for a Labor Day weekend stint at Philadelphia's Uptown. After this engagement, they start another four-week tour. . . . "Jockey Jack" Gibson, of Atlanta's WERD, visiting New York for a few days. . . . Mickey & Sylvia are on the talent roster for Alan Freed's Labor Day weekend rock and roll show at Brooklyn's Paramount. . . . The next Atlantic Records release will have platters by Ruth Brown, Ray Charles and Joe Turner. Also due from Atlantic is a new Jimmy Witherspoon LP, "New Orleans Blues," with backing by Wilbur DeParis' ork.

DISTRIB DOINGS: Abe Diamond, of Diamond Record Distributors in Hollywood, is heavily promoting the new Mickey & Sylvia etching of "Love Is a Treasure" on Vik. The firm will remodel their showrooms and has taken additional quarters at their present site to handle the additional volume. . . . Al Bennett, Hart Distributors, Los Angeles, back from a Memphis, Tenn., trip, plans on utilizing service racks for package goods in his Dot-London distributorship. . . . Jack Lewerke, California Record Distributors, has installed the first self-service tape racks in Los Angeles. The firm specializes in jazz and classics. Atlantic Records has changed distributors in Memphis, Tenn. Their distribution is now being handled by Bob Adams' Record Sales Co. S. & S. Distributors, Detroit, have been named exclusive distributors for Urania Records in Michigan and Toledo, O. The distributing company will also handle the Urania stereo tape line.

Clarence Henry, Bullmoose Jackson and the Teenchords headed a package that began a two-week tour of the British West Indies last week. . . .

The Lovers, Lamp Records, appear to have a big one in their "Darlin'." . . . Lloyd Price and Chuck Berry are set for a three-week West Coast tour. The jaunt starts in San Diego and spreads thru the Pacific North West. . . . An all-star talent package including Fats Domino, Frankie Lymon, the Everly Brothers, Paul Anka, Clyde McPhatter, Lavern Baker, Jimmy Bowen, the Crickets, the Drifters and Paul Williams starts an 80-day swing to the West Coast on September 6.

Noble (Thin Man) Watts appears to have a loot platter in his latest recording, "Easy Going." Watts, Sonny Hill and the Orioles start a Southern tour this week. . . . Teddy (Mr Bear) McRae returns to disks on the new AMP 3 label. His first release is "Hi-Fi Baby" backed with "Hold Out Baby." . . . Little Willie John, Arnett Cobb and Linda Hopkins heads the November 5 bill at the Apollo. . . . Jackie Wilson is giving out with his attractive organ sounds at New York's Baby Grand. . . . Willis Jackson opened at Harlem's Small's last week. . . . Faye Adams leaves this week for a six week West Coast tour. . . . Ann Cole's latest on Baton is "Give Me Love or Nothing" backed with "I've Got Nothing Working Now (But My Real Old-Fashioned Love)."

Buddy Rich and the talented Resse Markewitch Jazz Group are currently drawing them in at New York's Cafe Bohemia. The Markewitch crew is the group that was selected by the New York jazz critics as the new talent to appear at the recent Annual New York Jazz Festival. Four of the group are attending college in Ithaca, N. Y., the fifth graduated from high school last year. They impact like pros.

Dakota Staton has recorded an album with George Shearing. . . . Eddie Cochran, Liberty Records' rockabilly artist, is now on a disk jockey tour. His trip will take him to New York, Cleveland, Detroit, Chicago and St. Louis. . . . Don Robey, Duke - Peacock prexy, promises big things from his newest baby, Back-Beat Records. Talent signed so far includes Doug & Josie, the Rob-Roys and Tie and Toe. . . . The line-up for the new Universal International flick, "The Big Beat," reads like an r.&b. "Who's Who." Scheduled to appear are Fats Domino, the Del Vikings and the Diamonds. Several other top-notchers are expected to be pacted for the film.

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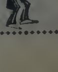
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CNE Beats Rain, Higher Gate Price

Bob Hope-Headed Show, Ringling Circus Increase Grandstand Biz

TORONTO — The Canadian National Exhibition demonstrated its tremendous pulling power in the first five days of its 16-day run.

Operating behind a 75-cent gate—25 cents higher than last year—and bit by rains Saturday (24), its second day and usually one of the biggest of its run, the CNE nevertheless wound up its fifth day (Wednesday) with attendance on a par with last year.

Saturday's (24) gate was cut back from its usual better-than-300,000 count to 272,000 by intermittent showers during the day and hard rains that began at 5 p.m. and continued long enough to cut deeply into attendance.

The gate tally for the day was down 22,500 and this—along with a dip of 9,000 on the opening day—sent the CNE into Monday (26), its third day, trailing last year's attendance to the same point by 31,500.

The big expo whittled that loss by 11,500 Monday, pruned the gap by an additional 1 .500 the following day and closed it on Wednesday.

Grandstand business, meanwhile, ran considerably ahead of last year, both afternoon and night. The CNE's big night show, headed by Bob Hope, ran up grosses much higher than was given the night show last year when the CNE tried to kick it at night without a name.

Matinee business also was up, with the Ringling-Barnum Circus, which opened Monday (26) for six days, playing to good crowds which grew with the passing of each day. The circus was given generous newspaper treatment, and this showed up at the box office. Only a special kiddie morning's show, held Tuesday (27), failed to draw well, and this was attributed to the fact that it had been difficult to sell the time of the show, in view of the concentration of the regular matinee performances.

The Conklin Shows on the midway suffered a $21,000 drop in ride and show receipts because of the rain Saturday, but regained that loss and were $2,465 ahead of last year gross at the end of the first four days. Greater earning power and some higher ride prices enabled the Conklin operation to turn the trick.

Lee Sullivan's Wife Succumbs After Surgery

JACKSONVILLE, Ill. — Mrs. Lee A. Sullivan, 65, wife of the president of Eli Bridge Company here, manufacturer of amusement riding devices, died August 18 in the local Passavant Memorial Hospital following surgery.

Mrs. Sullivan, who had been a high blood pressure victim for six years, was stricken with a gall bladder ailment a few weeks ago and underwent surgery August 16 in the hopes that the operation would relieve the earlier ailment.

(Continued on page 64)

Altamont Fair Pulls 91,192 For New High

ALTAMONT, N Y. — Altho falling short of its 100 000 attendance goal, the Altamont Regional Fair continued its spirited growth last week by reaching a new attendance figure of 91,192. This was nearly 20 per cent more than last year's 76,456.

More than $100,000 has been poured into the grounds in the last eight years, with this season's notable efforts being the new movable steel stage, new outside gate ticket booths and additional paving on the midway.

Ahead for the grounds is a

(Continued on page 61)

Minn. State Fair Shrugs Off Rain, Eyes More Records

Pulls 412,257 in First Four Days; 'West-O-Rama' Tops 1956 Revue

ST. PAUL—Off and running hard to a new attendance record for its first three days, the 96th Minnesota State Fair got tripped up by bad weather to make it somewhat uncertain whether it would hit or surpass its all-time gate record of 1,029,225 set in '56.

"If we get any kind of a weather break, we should make it," said Doug Baldwin, secretary. "Our three best days—Labor Day week-end—are coming up and if weather is good, I'm sure we'll pass last year."

Opening day, Saturday (24), established a new attendance record of 96,768, topping last year's 95,578. Sunday gate was 139,248, second only to 1951's 146,790. A new children's day record was set Monday with 103,138 coming in to surpass the previous high of 89,068 set in '55, and last year's 85,498.

Tuesday dawned cloudy and by 5 p.m. the gate count was 61,361. Then at 5:30 p.m. heavy rains came and the day ended with a total of 73,103, a drop from last year's 77,853.

Even so, the first four days had a cumulative total of 412,257, a considerable cushion over the 396,032 figure for the same period last year. A morning drizzle and cool weather cut into Wednesday's turnouts.

Spec Tops '56

The "West-O-Rama" grandstand show, which opened Sunday night, got off to a good start, drawing 7,633 as against 6,236 for last year's revue. Monday night it pulled 4,313 against 3,322 in '56 and brought the total for two days to 11,946 against 9,558 last year. Rain Tuesday forced cancellation of the spec, the first night show cancellation since 1950.

"Based on only two nights," Baldwin said, "it is unfair to jump at any conclusions as to what 'West-O-Rama's' potential is here. I am encouraged by the fact that

(Continued on page 64)

Tenn. Ernie Grosses 85G at Ohio Fair

Seven-Day Gate Count Off 40,000; Rodeo Regis+ers $12,000 Profit

By HERB DOTTEN

COLUMBUS, O. — Tennessee Ernie Ford rang up a highly satisfactory gross of about $85,000 in ten shows at the Ohio State Fair to give the fair e profit of approximately $25,000 on his five-day appearance.

Ford received $60,000, his guarantee, against 60% of the gross. His gross was surpassed here only by the thumping $123,000 total piled up last year in five shows by Roy Rogers—the nation's No. 1 crowd-puller at fairs.

The fair's profit from the Rogers show, however, was less than from Ford's appearance. Rogers was given $94,000 for his end, which left about $28,000, out of which the fair paid about $14,000 for music and other staging expenses. There was practically no expense to the fair in staging the Ford show.

Attendance Off

Rogers appearance, tho, gave the '56 event a tremendous hypo, causing the nine-day fair to hit an all-time high paid attendance of 342,272 and a total gate, free and paid, of 655,272. Ford's appearance had considerable effect on the outside gate but not nearly as much as Rogers did.

Attendance of youngsters was down sharply from last year. Unemployment, relatively high in this industrial center this year, contrasted with last year when everybody who wanted a job had one, and this also cut the gate.

Paid attendance figures compiled thru Wednesday (28), seventh day of the run, stood at 250,030, more than 40,000 under the total to the corresponding point last year.

Bob Jones, serving his first year as fair manager, expressed the belief Thursday (29) that the closing two days' attendance would lift the final paid count close to last year's total.

The fair drew wide-spread praise from the press. A survey of fair patrons conducted by local newspapers disclosed that 94% of

(Continued on page 63)

Outdoor Shows Have Brand on Westerns

• Continued from page 1

Max Wild West, Kendrey's Great Indian Congress, Kennedy's Wild West, Col. Uden s Wild West, and Beveridges Montana's Wildest Wild West, which was titled to top them all but soon closed, and its owner became a U. S. Senator.

Cow Girls Appear

The would-be Annie Oakleys got into it with the Kemp Sisters' Wild West and Hattie Bell's Pride of the West Shows. There was a Kit Carson show that Kit never saw, and a Frank James & Cole Younger Wild West Show that actually carried the outlaws.

These shows traveled on their own or with carnivals and often put up at fairgrounds or amusement parks for extended stays. But what happened to Dickey's Circle D Ranch Wild West was symbolic. It folded and its head cowboy, Tom Mix, delivered the equipment to the Selig Polyscope Company, pioneer movie maker.

For the 20 years that followed, movies led the Western parade. The smaller outdoor show disappeared, tho such major units as the Miller Bros.' 101 Ranch Wild West continued, and nearly every circus had a wild west concert or after-show. It was from these shows that many latter-day name attractions moved on to Hollywood. Among them were Jack Hoxie, who was with the Kit Carson Wild West before movies; Ken Maynard, who was with Gollmar Bros.' Circus before movies; Tom Mix, Will Rogers and others.

Start Own Shows

Having clicked in films, some of these stars returned to their first love with shows of their own. Buck Jones' Wild West Show closed quickly. Ken Maynard's Wild West never got of winter quarters. Tim McCoy's Wild West met a similar fate. McCoy's 1938 show was the most recent major

(Continued on page 64)

306,456 in 4 Days Boosts Ottawa 25%

New Dates Catch Paydays and Harvest $$; Grandstand Shows, Giveaways Click

OTTAWA—A two-year gate record of 431,797 was in jeopardy at the Central Canada Exhibition last week, as the major annual bit the halfway mark. For the four days thru Wednesday (28) the total was 306,456, an increase of 62,287 or 25 per cent over 1956.

Last year's attendance was 423,164 which was achieved despite This year, however, with the fair running on a new schedule for its eight days, weather was good except for some light precipitation on Saturday (24).

A one-day record was set on Monday, and more than 70,000 hit the grounds on Thursday as the event continued to draw heavily. The large and strong World of Mirth midway presented its most attractive appearance after a make-ready period of several days, and owner Frank Bergen was awarded another five-year contract at mid-week, CCE Manager J. K. (Jack) Clarke announced.

Furmerly held the third week in August, the CCE was offered this time on the fourth week. This enabled it to catch farm business which was preoccupied with harvesting during the previous week, and also to catch the government payroll system in this civil service city. Paydays were on Wednesday, Thursday and Friday of fair week. The fair is closed Sundays.

Exceptional interest was shown in the auto giveaways and the locally - sponsored new home award.

Barnes - Carruthers' "Spectorama" night show, offered at prices from $1-$2, was drawing well. French-Canadian TV star Juliette

(Continued on page 63)

DATELINE: DU QUOIN, ILL.

Hambletonian Race Pulls 25,000 To So. Illinois Town (Pop. 7,400)

DU QUOIN, Ill.—A crowd of 25,000, largest in the history of the Hambletonian, saw the 32d running of the rich trotting classic Tuesday (27) at Du Quoin State Fair in this town of 7,400 population, deep in the heart of Southern Illinois.

Staged here for the first time, the No. 1 event of harness horse racedom thrust this town—and the fair—into the national spotlight.

Some 65 newsmen and telegraph operators were on hand. The CBS radio network carried the event. All of the leading newsreel companies were represented, and a number of films were made for telecasts.

The Hambletonian drew e field of 21 entries, requiring the running of the event in two divisions of two heats each, with Hickory Smoke, the top winter favorite, winning.

Up Admissions

The purse aggregated $111,126, of which the fair provided roughly 30 per cent, with the remainder coming from stake entries. Hickory Smoke's end of the purse was $47,217.72.

For the event, the fair upped its usual gate to $1 and doubled its grandstand scale, with tickets in the grandstand selling at $3.50 to $6.

Additionally, the fair had greatly increased its seating capacity, adding bleachers seating about 10,000 to augment the 11,000-capacity of

(Continued on page 63)

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PNE JUMPS 23,600 IN FIRST 6 DAYS

VANCOUVER — The Pacific National Exhibition got off to a strong start at its Wednesday (14) opening and last week witnessed this surge. Attendance for the first six days of the 16-day run, which ends Monday (26), was a whopping 23,600 ahead of last year's at the same point and spending all over the grounds took a big upward jump.

Typical of the interest show in the big expo was the estimated 400,000 people who turned out for the opening day parade that kicked off the big run.

More free shows have been credited for the increase. Included are the Ski Kings, who perform their swanpole turn twice daily; a Hawaiian show, Navy and Air Force demonstrations, military review, fashion shows, talent contests by Canada's top bands, free movies, horse shows and numerous educational demonstrations.

Polack Bros.' Circus, under PNE-Shrine auspices in the Forum for the 10th year, was more popular than ever. Two of the three performances on Monday (26) were capacity and the late show was almost a sellout. One Saturday (24) show was strawed, the other capacity.

In its first time here the Mexican Village opened slowly but built during the first six days. The ever-popular Hobbs' Show was up 5 per cent.

CBS-TV has an under-canvas studio on the grounds and is beaming several of their daily shows before capacity live audiences.

James Edgett, Pacific [illegible] Club president, [illegible] with performances [illegible] to advance several [illegible] moved to glass-covered grandstand here from nearby [illegible] daily programs.

The daily car giveaway and the awarding of a [illegible] home on the final day is [illegible] program. Only coupons [illegible] each $1 program sold and are good for four chances on the cars and the house.

Wednesday (28) was Women's and Miss PNE Day and the crowds began streaming thru the gates at an early hour. Weather was fine and warm.

All commercial space in the buildings was completely sold out.

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Book Double Coupon Double Price

Hambletonian Pulls 25,000

• Continued from page 62

[illegible] In addition, about [illegible] found the former [illegible] glass [illegible] to [illegible] [illegible] Hambletonian [illegible] at the [illegible].

In addition to the [illegible], the fair had [illegible] a new [illegible] a new paddock and [illegible] some [illegible] for the [illegible] of [illegible].

[illegible] and [illegible] alike [illegible] of the [illegible] Hambletonian [illegible] all appeared pleased.

[illegible] to handle the [illegible] 11 months ago [illegible] after the Hayes brothers, Gene and Don [illegible] operators of the fair, had been awarded the Hambletonian, which [illegible] years had been staged at Good Time Park, Goshen, N. Y.

Fair visitors were much impressed with the fairgrounds, particularly the speed and condition of the track and with the appearance of the infield, with its water race-way, which Sunday (25), the fair's opening day, was used for the first time for motorboat racing.

A special train brought spectators from St. Louis, 88 miles away. Special cars also were added to an I. C. train out of Chicago, 288 miles distance. The influx of visitors by automobile had been anticipated. The fair had canvassed the area within a 50-mile radius of the town for housing facilities and its own housing bureau guided overnight patrons to hotels, motels and private homes.

Ups Night Biz

The Hambletonian-eve arrivals enabled the fair to [illegible] a record Monday night grandstand crowd. The bill for the night and for all eight nights of the fair except closing night, offered the Mills Brothers, the [illegible] Brothers, Betty Johnson and other acts, plus Hal Sands' Manhattan Rockets and Lou Breese and his orchestra.

Closing night bill—always the strongest of the [illegible]—was to present Guy Mitchell, Joni James, the [illegible] Sisters and the Four Aces among others.

The fair, in addition to doubling its outside gate price on Hambletonian Day, also shifted to a paid gate on its opening day, Sunday (25). Yet attendance was strong, and the Heth Shows on the midway for the first time with their strong line-up of attractions, rolled up a 40 per cent gain in ride and show receipts on that day. Thru Hambletonian Day, the Heth aggregation also showed increases in midway receipts over last year.

As of Hambletonian Day, the fair and the Dream House had six days still to do. The results of the promotion here will be watched closely by fair men, this being the first house-giveaway by Exhibition Advertising in the U. S. The organization this year also will have like promotions at fairs at Louisville, Nashville, Oklahoma City, Raleigh and Charlotte, N. C.

Ottawa Gross

• Continued from page 61

was [illegible]. In the [illegible] the kiddie Fantasyland [illegible] grandstand show featuring [illegible] was offered at prices of [illegible] for adults and 27 cents for [illegible] [illegible] good [illegible].

[illegible] attractions on Thursday, Friday and Saturday were the Trans-World Daredevils thrill show.

ARENAS & AUDITORIUMS

More Showmen Cast Eye Toward Arena Productions

By TOM PARKINSON

THE NEED FOR attractions in the arena field [illegible] one of [illegible]. Several of them have indicated they have come to the belief that if such [illegible] are to be added to the field, the inspiration will have to come from equally new sources.

Some evidence of action in this department has come to light in recent weeks, particularly in the [illegible] theater and industrial show [illegible]. There also has been some preliminary action in other [illegible].

It is too early to say any of these plans will actually come forth with a going concern. The important thing is that the growing [illegible] field has succeeded in arousing interest.

A WESTERN PERFORMER is hoping to frame a new unit for moderate-sized arenas. A successful promotion man is giving thought to the arena and forum business and has been casting about for ideas to develop there. A man already experienced in building operation and shows that play arenas is completing preliminary plans for a new sort of performance to be offered to buildings for local auspices.

A building manager with production and promotion connections plans a show. A publicist has outlined another proposed arena show. An agency that hasn't looked at the field before now is giving it some glances. Undoubtedly there are as many others who also have mulled arena plans and have sought to put the ideas into operation.

Again, these particular ideas may not develop. All are in earliest stages now. But show people are looking toward arenas and auditoriums as seldom before. The trend is unmistakable. Numerous people whose thoughts once were directed toward sports or theaters or outdoor shows now are oriented to auditoriums and arenas. When they think of something new or of future plans, big-capacity buildings come to mind.

WITH THIS SORT of thinking coming to prevail in show business, concrete results in the form of more new shows are not far behind.

Tennessee Ernie 85G at Ohio

• Continued from page 61

those queried thought the fair "good to excellent."

Interest was centered in the Ford show, with everyone and his brother guessing how close Ford would come to Rogers' huge '56 gross. Ford gave two performances Sunday (25) and one Thursday night (29), the last night of his stand.

On the following three days the Ford afternoon show started at 4:30 p.m., being preceded by the Fair's harness horse bill, which commenced at 1 p.m. The grandstand for the horse races was emptied on the three days in sufficient time to permit a 20-minutes gap before the start of the Ford show.

The two different matinee bills, an experiment here, were rated successes. Harness horse events drew their usual light turnouts. The Ford 4:30 p.m. shows, however, topped the Ford night shows in receipts on two of the three days when Ford worked on a two-a-day basis.

Other paid attractions also gave surpluses to the fair. Molly Bee and Ricky Nelson, in on a two-a-day basis in front of the grandstand the first two days grossed $1[illegible],001.50 and gave the fair an estimated profit of about $[illegible],500. Last year, a show headed by Gisele McKenzie caused the fair to drop some money.

Dillon Ups Rodeo Biz

The coliseum attraction the first [illegible] days was the George Holmes Rodeo with Rin Tin Tin, [illegible] Masters and Rusty, plus Matt Dillon of TV Gunsmoke fame as an added headliner on Sunday.

The rodeo gave two performances Friday (23), opening day, and three the following day. The two on Friday without Dillon grossed $5,[illegible]7[illegible]5, while the three on Saturday, with Dillon, ran up a whopping $[illegible]4,693.50 gross for a two-day take of $30,367.[illegible]. The program cost the fair about $18,[illegible]00 and gave it a profit of close to $1[illegible],000.

Tennessee Ernie Ford's show ran two hours, with Ford filling about 50 minutes of it. He was supported by the Commodores, quartet; Elizabeth Collins, knife, hatchet throwing; the Marian Sage Dancers, leader Teddy Phillips with a local orchestra, and Johnny Matson as emsee.

The Ford show and the Molly Bee-Ricky Nelson show were booked in by Eldred Stacey of Music Corporation of America.

Midway receipts of the Gooding Amusement Company were down from '56, the record year. Food concessionaires generally reported satisfactory to good business. Games concessions were off

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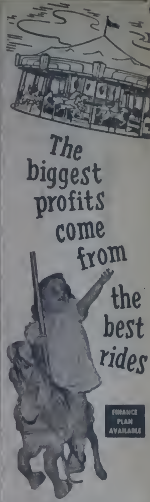

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Westerns Brand

• Continued from page 61

effort to duplicate the Buffalo Bill format.

But while few Western personalities have succeeded with their own shows, many have become feature attractions with circuses after they gained fame in films. A sampling shows Tom Mix was with Sells Floto, before opening his own circus, Buck Jones and Hoot Gibson were with Robbins Bros. Circus. The original radio Lone Ranger was on Wallace Bros. Circus 20 years ago. Ken Maynard was with Cole Bros., and Tim McCoy was with Ringling Bros. and Barnum & Bailey.

Hopalong Cassidy was with Cole Bros. The Cisco Kid was with the Clyde Beatty Circus as well as on numerous dates with the Tom Packs Circus. Roy Rogers and Gene Autry also have been with Tom Packs, who also has booked Autry's new generation "Annie Oakley" and "Buffalo Bill Jr." Tim McCoy has been doing well this season with the Kelly-Miller Circus and is considering an offer to appear with a show in England.

While some rodeos have been transformed from sport to show and such big attractions as the Calgary Stampede broaden the scope of Western treatment in outdoor show business, television is heading into a year when Western themes will mark an even greater number of programs. Old movies on TV are giving another generation an appreciation for one set of Western names. TV programs, like Wild West shows of 40 years ago, are adopting names of historical characters that never knew either kind of show. Still a third set of Western stars is being newly created, and it's safe to say they'll be on billing of circuses, carnivals, fairs and parks before long. The Western-circus film combination continues little changed and no less effective despite decades of going the same thataway.

Herb Dotten

Show Places Among Fairs

TIME, plus long-range planning of the wisest kind, is turning some of the nation's fairgrounds into places of marked beauty—beauty which also is high in attendance-building value.

Visits to the 1957 Minnesota State Fair at St. Paul and the Du Quoin (Ill.) State Fair pointed this up.

These visits recalled the first time we attended those fairs—at St Paul 12 years ago and at Du Quoin seven years ago.

Then there were trees, much greenery and, additionally, beautiful floral designs at St. Paul.

The passing years and the vigorous implementation of a policy of plant beautification has greatly enhanced both fairgrounds.

At St. Paul, the many trees, bigger each year, serve as giant umbrellas, and in some cases, where their tops meet over streets, as cool canopies. Elsewhere, they soften what otherwise would be harsh building lines, provide shady retreats for foot weary patrons or convey a restful rural atmosphere.

Touches of color—enormous borders of bright red cannas—contribute much to the eye-appeal of the infield, giving accent to its green—a lush green this year, thanks to unusually heavy rains.

An expanse between the conservation building of log-cabin construction and one of the main entrances abounded in neat flower beds, bright with flowers.

Even indoors there were refreshing touches of greenery. In the spacious horse barn, for instance, were two large center pieces, about 30 feet in diameter, built pyramid-fashion and spotted in the center of the exercise rings.

Outstanding were the marvelous floral designs which long have distinguished the Minnesota fair. Chief among them were a huge American flag, the Liberty Bell and Gates Ajar, all of them sufficiently spectacular or so carefully executed that they stopped crowds.

Most Photographed Feature

Year in and out, these floral pieces are the most photographed feature of the fair.

Doug Baldwin, the fair's manager, says the number of young couples who have had their pictures taken in front of some of these floral designs runs well up into the thousands.

He adds that these same couples in later years invariably return to them, pausing on their visit to recall the times when they posed so romantically.

The management at St. Paul puts a high value on the floral designs, floral beds and floral touches thruout the grounds. It recognizes the appeal that lies in such touches. It is aware, too, that the execution of such floral spectaculars has become almost a lost art and that this serves to increase the value of the fair's own floral treatment.

To achieve the floral effects, the fair maintains its own greenhouse and a year-round greenhouse staff which takes deep pride in its work. All of the plants and flowers it needs the fair raises in its own greenhouse.

At St. Paul, the management also places great value upon trees. "We'd rather lose a building than a tree," Baldwin says by way of emphasis.

As fairs go, the Minnesota State Fair is an oldster whereas the Du Quoin fair at 30 is a youngster.

The remarkable vision and the keen enthusiasm for fairs and harness horse racing held by the late W. R. Hayes, the fair's founder, had built the Du Quoin fairgrounds into an outstanding show place.

Took the Long-Range View

His two sons, Gene and Don, have carried on in the tradition of their father. They not only have maintained the plant but heightened its beauty.

This year for the first time Du Quoin was the site of the Hambletonian, the richest of all harness horse races.

The crowd of 25,000 the largest in the history of the trotting classic was delighted with the fairgrounds, its beautiful lawns, its many trees, the waterways in the racetrack infield and the large white horse barns built to resemble plantation homes.

It was, indeed, a beautiful sight, sharp contrast to the unsightly strip mines which the elder Hayes first started to transform into a fairgrounds 30 years ago.

The founding Hayes had long cherished a dream, the dream that his fair would become the site of the Hambletonian.

The dream came true seven years after his death.

His sons' lone lament during the Hambletonian was that their father did not live to see the race and the now beautiful fairgrounds.

The heritage he left in the fairgrounds is a rich one. The plant is a thing of beauty already enjoyed by many thousands and certain to be enjoyed by many more thousands in the years ahead.

Those fairs which hold to the same plant beautification policy as St. Paul and Du Quoin can take the pride that goes with building a worthwhile heritage. Moreover, such fairs know that such a policy ensures growing attendance as time marches on.

Mrs. Sullivan Dies

• Continued from page 61

However, her weakened condition caused by the first illness prevented recovery.

A number of outdoor amusement business personalities attended funeral services in Central Christian Church, of which she was an active member, conducted August 21 by the Rev. Gerald L. Miller. Interment was made in Diamond Grove Cemetery, Jacksonville.

Besides her husband, Mrs. Sullivan is survived by a daughter, Peggy, the wife of Donald Litter, Jacksonville; two sons, William E. (Liam), Hollywood film and TV actor, and Lee A. Jr., chief engineer of the Eli Bridge Company; two sisters, Mrs. William Rees and Mrs. Irene Witty, of Roodhouse and Alton, Ill., respectively, and seven grandchildren.

Altamont Pulls

• Continued from page 61

track infield lagoon and an infield landscaping job with flowers displayed.

Coleman Bros. Shows, long identified with the fair, had a fine week, especially on Tuesday (20) and Friday (23), the two Young America Days. The fair lasted six days, Monday thru Saturday (19-24).

The National Cash Register units at the ticket booths eliminated the need for tickets. Girls rang up totals and starred tickets rewarded the patrons with refunds of admission price. There were 227 starred tickets returned and honored, and Stuart T. Rombough, fair manager, reported that cars moved thru the gate 50 per cent faster than under the former system employing tickets.

a 350-lap stock car race for Labor Day.

Nelson Clicks

Ricky Nelson, Brenda Lee and the Four Preps drew an estimated 20,000 kids to a special grandstand show Monday morning. The attraction was credited with raising the noon kids day attendance to a new high of 60,000.

The horse show in the Hippodrome has been drawing heavier crowds than last year, altho part of the bulge was due to a heavy influx of would-be grandstand patrons who were rained out the one night. An invitational pro boxing match on opening night drew 4,600 fans who paid $21,000 to see the card.

Two accidents marred the Frank Winkley racing schedule Sunday, driver Jack Rounds received minor injuries while on Tuesday Dave Levden flipped over twice and wound up in the hospital with broken ribs, a fractured arm and burns.

In preparation for this year's expo the fair spent $400,500 in capital improvements. Biggest item was $125,000 spent on remodeling 21 restrooms and installing elevator fixtures. Several miles of streets were repaved and $83,000 was spent on installing 7,200 permanent seats in the first 41 rows of the grandstand.

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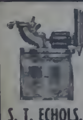

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Minnesota Shrugs off Rain

• Continued from page 61

we did show an increase but whether this type of entertainment is the answer to night grandstand troubles, I am not yet in any position to say.

"This much is true, however. We did not give 'West-O-Rama' the intensified exploitation as did Milwaukee, for example. Our night grandstand shows have not dropped in attendance over the years as much as elsewhere. If the show builds a healthy, steady increase, it probably will be the answer." Baldwin also said that he had received many more enthusiastic comments on the show than in any recent years.

The day grandstand was off about 6,000 people thru Tuesday. This, Baldwin explained, was due to a re-arrangement of events. As a result of the success of the big still date auto race ran last year after the fair, the Labor Day weekend schedule was shuffled to give afternoon customers the biggest punch of the 10-day run.

The Attemann-Hornbeck helicopter sway pole act, featuring Darrell Hornbeck, scored strong in two performances a day.

Speedway cars and motorcycle races were set for Saturday afternoon, followed by a speedway championship race with a 50-lap feature on Sunday afternoon; and

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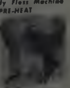

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All Valley: Wales, Tex. 2-; Rosenberg 12-16.
American Beauty: Cumming, Ia. 2; Palmyra, Mo. 4-7; Paragould, Ark. 9-14.
Amusements of America: (Fair) Lehighton, Pa.; (Fair) Leaksville, N. C. 9-14.
Babcock United: (Fair) Tulare, Calif. 17-22.
Baker United: Palestine, Ind. 2; Oakland, Ill. 3-4; Terre Haute, Ind. 5-7.
Benni's Attractions: (Fair) Port Royal, Pa.
Bee Old Reliable: (Fair) Munfordville, Ky.; (Fair) Campton 9-14.
Belle City: Shawano, Wis., 2; Weyauwega 5-8; Reedsburg 12-14.
Big Four Am.: Kenosha, Wis., 2.
Blue Grass: Dyersburg, Tenn.; Cape Girardeau, Mo. 9-14.
Bogle, F. C.: Manhattan, Kan. 2-6, Wewoka, Okla., 9-11; Holdenville 12-14.
Brown, Al, Tri State: Wagner, S. D., 2; Wheaton, Minn., 5-8; Willmar 11-14.
Buck, O. C.: Bath, N. Y. 2; Hickory, N. C., 7-14; Albemarle 16-21.
Buckeye State: Canal Winchester, O., 11-14.
Bullick's Greater: Port Lavaca, Tex. 2; Edna 7-14.
Burkhart, No. 1: Petersburg, Ind., 2; Clarksville, Ark. 10-14.
Byers Bros.: Vinton, Ia. 2.
Capell Bros.: Evanston, Wyo. 2-3.
Capital City: (Fair) Dalton, Ga.; (Fair) Russellville, Ala., 9-14.
Carpenter Bros.: Stryker, O., 2; Wester 3-7.
Carroll's Greater: Brooten, Minn.
Catlett Greater: Louisberg, Kan. 2-3; Burlington 4-7.
Central States: Hoisington, Kan., 2; (Fair) Caldwell 4-7; Pawhuska, Okla. 9-12.
Conklin & Wilson: (Fair) Indianapolis, Ind., 2-6; (Fair) Reading, Pa. 9-15.
Channs, Jimmie: Medina, O.
Cherokee Am.: Ralston, Okla. 2-3; Colonsville 4-7; Chandler 9-14.
Collins, Wm. T.: Lincoln, Neb. 2-6; (Fair) Enid, Okla. 9-12.
Crafts Expo.: (Fair) Sacramento, Calif. 2-8.
Crescent Am. Co.: McColl, S. C.
Cross Road Am. Co.: Grand Rapids, Mich., 8.
Crystal Am. Co.: Lake City, S. C.
Cumberland Valley: (Fair) Sparta, Tenn., (Fair) McMinnville 9-14.
Dave Am. Co.: Lakeview, Ore. 2; Klamath Falls 4-8, Burns, Ore., 11-15.
D. & D. Am. Co. No 1: Middle Grove, Ill., 6-7.
D. & D. Am. Co., No 2: Spillville, Ia., 6-7.
Dixie Am.: Wellsville, Kan. 2-4; Galena 5-7, Sallisaw, Okla. 11-14.
Dobson's United: (Fair) Luxemberg, Wis., 2.
Donovan Bros.: Smith Center, Kan.; Woodward, Okla. 9-14.
Dowell, Dick: Liberal, Kan. 2; Beaver, Okla., 3-7, Lamesa, Tex., 9-14.
Down River Am. Co.: (Fair) Chelsea, Mich., 4-7.
Drago, No. 1: Bremen, Ind.
Drago, No. 2: Goldsmith, Ind. 2-5.
Drew, James H.: Newport, Tenn., (Fair) Winder, Ga., 9-14.
Dumont: (Fair) Thompkinsville, Ky.; Lewisburg, Tenn., 9-14.
Dyer's Greater: Mineral Point, Wis., 2; Lancaster 5-8.
Eastern Am. Co.: So. Windsor, Me., 2.
Eddie's Expo.: Jamestown, Pa. 3-7; Spartansburg 9-14.
Empire State: Thorndale, Tex. 4-7; Bryan 9-14.
Emshoff: Beaver Dam, Wis. 2; Muscoda 4-5; Cazenovia 7-8.
Evans United: Pittsburg, Kan. 2; Webb City, Mo., 4-7; Lexington 10-14.
Fidler: Venice, Ill.
Franklin, Doo: Hugo, Okla. 4-7; (Fair) Tyler, Tex., 8-21.
Frontier: American Fork, Utah. 2; Manti 3-7; Holbrook, Ariz., 10-14.
Fun-Beam: Port Royal, Pa.; (Fair) Front Royal, Va. 9-14.
Gala Expo: Ava, Mo., 5-7, Star City, Ark. 9-14.
G & B: (Fair) Parsons, W. Va. 2; Terra Alta 4-7.
Gem City: Clarksville, Tenn.
Gentsch, J. A.: Belzona, Miss., McComb 9-14.
Georgia Am. Co.: Jasper, Ga. (Fair) Dawsonville 9-14.
Georgia Am. Co., No. 2: Snow Hill, N. C.
Glades Am. Co.: Goochland, Va.; (Fair) Chesterfield Court House 9-14.
Gladstone Expo.: (Fair) Centerville, Tenn.; Hohenwold 9-14.
Gold Bond: Plymouth, Wis., 2; Savannah, Ill., 4-8.
Gold Medal: Madison, N. C.; South Hill, Va., 9-14.
Golden Gate: Fort Bragg, Calif., 2.
Gooding Am. Co., No. 1: (Fair) Dayton, O.
Gooding Am. Co., No. 2: (Fair) Fremont, O.
Gooding Am. Co., No. 3: (Fair) Knoxville, Tenn.
Gooding Am. Co., No. 4: (Fair) Canton, O.
Gooding Am. Co., No. 5: (Fair) Hart, Mich.
Gooding Am. Co. No. 6: (Fair) Van Wert, O.
Gooding Am. Co., No. 7: (Fair) Newton, Ill.
Gooding Am. Co. No. 8: Columbiana, O.
Gooding Am. Co., No. 9: Girard, Ohio.
Gopher State: Brownsdale, Minn. 2.
Grand American: Moulton, Ia. 2; Unionville, Mo., 3-6; Audubon, Ia., 9-13.
Great Lion, No. 1: Woodland, Me., 2.
Great Western: Gridley, Calif., 2; Clovis 3-8.
Hale's Shows of Tomorrow: Olathe, Kan.; Humboldt, Neb., 11-14.
Hames, Bill: Marshall, Tex.; Abilene 9-14.
Hammond, Bob: Cleburne, Tex.; Seguin 9-14.
Hannah Am. Co.: La Belle, Pa.
Hannum, Morris: (Fair) Ebensburg, Pa.; (Fair) Hughesville 9-14.
Happyland: (Fair) Cadillac, Mich. 2-5.
Hartsock Bros.: Green Castle, Mo. 2-3; Laredo 4-; Brashear 12-14.
Hartsock, Roy: Frankford, Mo. 2.
Heth: Du Quoin, Ill., 2; (Fair) Dickson, Tenn., 3-7; Jackson 9-14.
Hdl's Greater: Hutchinson, Minn.
Hoard & Mullis: Indian Springs, Ga. 2; Crawfordville 9-14.
Holiday Am. Co.: Washington, Kan., 3-7; Cole Camp, Mo. 8-13.
Hottle, Buff, No. 1: Trenton, Tenn.
Hottle, Buff, No. 2: Marion, Ill. 2; Portageville, Mo., 3-7; Kennett 9-14.
Ideal Rides: Strasburg, Ill., 5-7; Ellettsville, Ind., 10-14.
Imperial: Mendota, Ill. 2; Monmouth 4-7; Rockford 10-14.
Inland Empire: Kamiah, Idaho, 2; Moses Lake, Wash., 5-8; Coeur D'Alene, Idaho, 11-14.
I. T.: (Fair) Flemington, N. J. 2.
Johnny's United: (Fair) Athens, Ala.; (Fair) Decatur 9-14.
Kemp United: Wellington, Mo. Gravity, Ia., 8-12.
Ken-Penn: New Kensington, Pa., 2; Carmichal 4-7.
Key City: Lewisville, Miss.
Kile, Floyd O.: (Fair) Bowling Green, Mo.; Mountain Home, Ark., 9-14.
King Bros.: Stratford, Tex.
Lagasse: Contocook, N. H., 2.
Latin American: Aransas Pass, Tex. 2; Taylor 10-17.
Lawrence Greater: Murfreesboro, Tenn.
Lee Am. Co.: Clanton, Ala.
Lindle: (Fair) Pana, Ill., 2; Arenzville 4-5; Liberty 6-7; Taylorville 11-13.
Mac's Am. Rides: Lake Preston, S. D., 2.
Maddox Bros.: Florence, Kan.
Manning, Ross: (Fair) Burlington, N. C.; (Fair) Rutherfordton 9-14.
Marvel: Kingston Mines, Ill., 2; Prairie City 5-7.
M. D. Am. Co.: Bridgeton, N. J.; Kingston, Pa. 9-13.
McKenna Rides: Chilton, Wis., 2; Friendship 5-8; Montello 13-15.
McKeown Am.: Farwell, Mich., 2.
Meeker's: Lewiston, Idaho, 4-8; Colfax, Wash., 9-14.
Merriam's Midway: Schuyler, Neb. 2; Guthrie Center, Ia., 3-6; Scribner, Neb., 10-13.
Mighty Interstate: Wartburg, Tenn.; Springfield 9-14.
Miller, Ralph R.: Scotlandville, La.
Mo.-Ark.: Mokane, Mo.
Monarch: Rock Falls, Ill., 2; Piggott, Ark. 5-7; (Fair) Wynn 9-14.
Moore's Modern, No. 1: (Fair) Mitchell, Neb.; (Fair) Pauls Valley, Okla. 10-14.
Moore's Modern, No. 2: (Fair) Smith Center, Kan.
Motor State Expo.: Wauseon, O., 2-5; Water Valley, Miss. 9-14.
Motor State, No. 2: Ithaca, Mich. 5-7.
Mound City, No. 1: Montgomery City, Mo., 2; St. Charles 4-8.
Mound City, No. 2: (Fair) Salem, Mo., 4-7; Cisne, Ill., 11-14.
Mullin's Royal Pine: (Fair) Springfield, Me., 2.
Myers, Sonny: Glidden, Ia. 2; (Fair) Moville 4-7.
Nelson, Geo. W.: (Fair) Berryville, Ark., 2-5.
Nolan Am. Co.: New London, O. 2.
Northern Expo.: Glendive, Mont., 2-3; Missoula 6-8; Kalispell 12-14.
Northern State: Kadoka, S. D., 2.
Norton's Greater: Chinook, Mont., 2; (Fair) Ft. Benton 3-7.
Olson: (Fair) Louisville, Ky., 6-15.
Page Bros., No. 1: (Fair) Waverly, Tenn. (Fair) Ashland City 9-14.
Page Bros., No. 2: Rainesville, Ala.
Page Combined: Dunkirk, N. Y.; Trumansburg 9-14.
Palmetto Expo.: Lillington, N. C.
Pan-American: Sevierville, Tenn.
Penn Premier: (Fair) Staunton, Va.; (Fair) Fredericksburg 9-14.
Playland: Halfway, Ore. 2.
Playtime: Topsfield, Mass.
Port City Rides: Tonica, Ill. 5-7; Maquon 13-14.
Powelson Am. Co. No. 1: Parkersburg, W. Va. 2; McConnelsville, O., 4-7; Wooster 9-14.
Powelson Am. Co. No. 2: Zanesville, O.; Scoecaville 9-14.
Prell's Broadway: Lynchburg, Va.; Gastonia, N. C. 9-14.
Putska, A. H. Ams.: Shannon, Ill. 2; Lena 5-7; Garden Prairie 13-15.
Raines Am. Co.: Mena, Ark.; (Fair) Idabel, Okla. 9-14.
Rainier: Salem, Ore.; Eugene 9-15.
Reid, King: (Fair) Rutland, Vt.
Reid's Golden Star: Rutlage, Tenn.
Reithoffer, Blue: Schaghticoke, N. Y. 2-4; Great Barrington, Mass. 8-14.
Reithoffer, Orange: Hartford, Pa.; Honesdale 10-14.
Robinson Greater: Dayton, Ia., 2.
Rock City: Moffet, Okla.
Rohr's Modern Midway: Hoopeston, Ill., 2; Melvin 3-8.
Rogers Bros.: Bovey, Minn., 2; Madison 5-8.
Rose City Rides: Eminence, Mo., 2; (Fair) Farmington 3-7, Ellington 9-14.
Royal American: (Fair) St. Paul, Minn., 2; (Fair) Topeka, Kan., 7-12.

(Continued on page 66)

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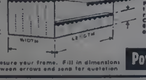

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Carnival Routes

• Continued from page 65

Royal United: Nauvoo, Ill., 2: Rushville 3-5, Wyoming 6-8; Atkinson 9-10; Forreston 11-12.
Schafer's Just for Fun: Keokuk, Ia., Warren, Ark. 9-14.
Shan Bros (Fair) Sevierville, Tenn.
Slingart (Fair Kaufman, Tex.
Siebrand Bros. Comb. Filer, Idaho.
Skerbeck: Newaygo, Mich., 2; Muskegon 4-8; Ludington 10-14.
Smiley's Amusements. Cumberland, Va., 5-7.
Smith, Geo. Clyde: Warsaw, Va. Oxford, N. C. 9-14.
Soonerland: (Fair) Davenport, Okla. 2-3; (Fair) Wellston 4-7; (Fair Greenwood, Ark. 9-14.
Stanley Wm. D.. Kelliher, Minn., 2.
Stan-Nell's Forman, N. D., 2-4; Steele 5-7
Star Am. Co Purcell, Okla.; Duncan 9-14.
Stephens, Otto: Mercer Mo. 2; Queen City 12-14.
Stope Ridgeland, Wis., 2; Kellogg, Minn., 6-8, Whitehall, Wis. 13-15.
Strate, James E (Fair) Syracuse, N. Y (Fair) York, Pa., 10-14.

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Sunset Am. Co.: Bethany, Mo., 2-5; Lamar 9-14.
Tatham Bros. Comb. Mason City, Ill., 2; Mount Pulaski 4-7
Tennessee Valley Am. Co.. (Fair) Murfreesboro, Tenn.; (Fair) Leighton, Ala. 9-14.
Thiess United: Depue, Ill., 2.
Thomas, Art B., No. 1 Huron, S. D.; Spencer, Ia. 9-14; Lennox, S. D., 16-21
Thomas, Art B., No. 2: Winner, S. D., 2; Redwood Falls, Minn., 5-8; Waterloo, Neb. 11-14.
Thomas, W. A., No. 1: Johnstown, Neb. 2; Gordon 6-8
Thomas, W. A., No. 2. Sargent, Neb., 3-4; Arnold 6-7
Thomas Joyland: Charleston, W. Va.
Thompson Bros. Smethport Pa.; McClure 8-13
Tidwell, T. J.: Hereford, Tex 2; Panhandle 4-7
Tinsley, Johnny T Aiken S. C., Elberton, Ga. 9-14.
Tip Top: Cloquet, Minn 2, Blair, Wis., 6-8; Berlin 13-15.
Tivoli Expo.. Waynesville Mo., (Fair) Jonesboro Ark 9-14.
Tower Am. Co. Coldsmith, Tex., 2-4; Lovington, N. M 10-14.
20th Century Pine Bluff Ark.
United Expo Benton Ark Hamburg 9-14.
United States Covington W. Va.; Pulaski 9-15.
Virginia Greater (Fair) Hartford, N. C.; Murfreesboro 9-14.
W. B. J. Port Jefferson O 2.
Wade, W. G. (Fair) Detroit, Mich., 2-8.
Wall, Alfred, Am Wanatah Ind., 2; Elmwood, Ill., 5-7
Wallace Bros. (Fair Elkhorn, Wis., 2; (Fair) Beaver Dam 3-8; Monticello, Ark. 11-14.
West Coast, No. 1 (Fair) Sacramento, Calif 2-8, (Fair) San Jose 9-15.
West Coast, No. 2 (Fair) Sacramento, Calif. 2-8, (Fair) San Jose 9-15.
Western: (Fair) Monroe Wash. 2, (Fair) Cashmere 4-8, (Fair) Waterville 10-15
Wilber's Wolverine: (Fair) Allenville, Mich., 2; (Fair) Stalwart 5-7.
Williams Am. Co. Bland Va. West Jefferson 9-14.
Wilson's Famous. Streator Ill., 2; (Fair) Sandwich 4-8 Canton 11-14.
Wolfe Am Robersonville N C. Wallace 9-14.
World's Finest: Quebec City Que., 2-8; Renfrew, Ont., 10-14.
World of Mirth: Lewiston Me.
World of Pleasure. Jamestown, Tenn.
Young. Monte: Brigham City, Utah.

Circus Routes

Beatty, Clyde: Owensboro Ky 2; Bowling Green 3; Murfreesboro, Tenn., 4. Huntsville, Ala. 5; Decatur 6; Tuscumbia 7, Tuscaloosa 9; Troy 12; Panama City, Fla., 13, Dothan Ala. 14 Pensacola, Fla., 16.
Beers-Barnes: Towanda, Pa. 2 Dushore 3; Hughesville 4; Lewisburg 5; Liverpool 6; Newville 7: Shippensburg 9, Fayetteville 10; Waynesboro 11, Smithsburg, Md., 12; Strasburg, Va., 13; Woodstock 14, Timberville 16; Clover Hill 17.
Carson & Barnes Steamboat Springs, Colo., 2; Meeker 3; Glenwood Springs 4, Rifle 5, Fruita 6; Moab, Utah, 7; Monticello 8.
Cristiani Bros Pulaski, Va. 2; Wytheville 3; Mount Airy, N. C., 4; Greensboro 5. Asheville 6; Knoxville, Tenn., 7
Hagen Bros. Gladstone, Mo 2; Raytown 3; Hickman Mills 4; Liberty 5; Savannah 6, Shenandoah 7; Maryville 9; Atchison, Kan., 10; Ottawa 11; Emporia 12; El Dorado 13; Wichita 14.
Hunt Bros.: (Park) Palisade, N. J. 2-8.
Kelly-Miller: Kewanee, Ill., 2; Pekin 3; Petersburg 4; Jacksonville 5; Jerseyville 6; Edwardsville 7; Sparta 8; (Fair) Cape Girardeau, Mo., 9; Dexter 10; Mayfield, Ky., 11, Union City, Tenn., 12, Dyersburg 13, Humboldt 14.
Polack Bros. Western: Vancouver, B. C. 2.
Ringling Bros. and Barnum & Bailey: Denver, Colo. 5-8.
Strong, John A.: (Fair) Colles, Calif., 2; Modesto 5-7, (Fair) Orland Center 11-15 (Fair

Ice Shows

Ice Capades, 18th Edition New York, 4-15; Buffalo, N. Y., 18-24.

Miscellaneous

Autry, Gene: (Fair) Syracuse, N. Y., 4; Philadelphia Pa., 6 Fort Madison, Ia. 7-8, (Fair) Pomona, Calif., 23-29.
O'Day, Marie, Palace Car Greendale, Ind., 2-3; Brookville 4-5 Liberty 5-6.
Rabbit Foot Minstrels Helena Ark., 2; Marvell 3, Clarendon 4; Stuttgart 5, De Witt 6, Aitheimer 7; Pine Bluff 9.

'Holiday' Seeks Court Ruling Against 'Waters'

MINNEAPOLIS—A court action against Dancing Waters, Inc., has been filed by Holiday On Ice, Inc., it was announced here last week by Morris Chalfen, president of Holiday On Ice.

Holiday's suit asks for a declaratory judgment that two Dancing Waters patents are invalid and that they have not been infringed by the fountain displays of Holiday On Ice Shows, Inc.

The suit was filed in Federal Court at Madison, Wis. A local representative of Dancing Waters was served with court papers at Wisconsin Dells, Wis., and Harold Steinman, of Dancing Waters, Inc., was served in New York.

Holiday's action is a counter-suit. Dancing Waters earlier had taken court action against Ice Capades in connection with its use of a fountain display and against Holiday On Ice for alleged patent infringement.

Flemingt'n, N. J., Fair Gets Away To Strong Start

FLEMINGTON, N. J. — The Flemington Fair ran for its first week under new manager Norman Marshall and was aided by good weather for the first half of its run. Opening day was Tuesday (27). The fair runs thru Labor Day.

A sizable turnout viewed the Gene Holter wild animal show in two opening day shows. Also performing were Jerry Lipiatt's racing mules.

Harness racing was offered during mid-week, with midget auto racing on Saturday (31) and big car racing on Sunday and Monday.

The Ward Beam thrill show was booked in for Sunday and the Joie Chitwood thrill unit on Labor Day.

Marshall, veteran manager of the New Jersey State Fair in Trenton, had been in ill health for several months, and made the transfer to Flemington in July. He handled this year's event in co-ordination with fair vice-president William Kinnamon.

THE FINAL CURTAIN

ADE—Roland, president of the Newton County Fair, Kentland, Ind., for 35 years, August 29 in a Lafayette, Ind. hospital following a stroke. During his long association with Indiana fairs, he had been on the State Fair board and was a past president of the Indiana Fair Association. He was a nephew of the late George Ade, noted Hoosier humorist.

CARNEFR—J. (Bill), 5_, veteran showman who had served as advance agent and manager with such shows as the John R. Ward, Lone Star, Gem City and Great Sutton, August 15 in Grand View, Ind. Services and burial in Parma, Mo.

CLARK—Harry S., 85, veteran concessionaire known as Penny Clark who operated for years in Washington and Oregon August 21 in Puyallup, Wash. Survived by a niece, Mrs. Joyce L. Collamore, Puyallup.

DOUGHET—Chet, billposter with Ringling-Barnum circus for 27 years and with a Lafayette, Ind., theater for the same period, at Lafayette August 20. Survived by his widow, two daughters and two sons, one of them, Dick, manager of the Mars Theater Lafayette.

McDONALD—C Leon, 57, formerly well known as a member of the Four Harmoneers Quartet in burlesque and tabloid August 9 in Harlingen, Tex. of throat cancer At various times he worked for Irons and Clamage, Bert Smith, Red Mack and Jack Kane He had also appeared in radio as a member of the team of Mac and Marie on Kiss and Keys, Corpus Christi, Tex. and KFAN Sherman Tex. Burial in Fort Worth.

SULLIVAN—Mrs. Lee A., 65, wife of the president of the Eli Bridge Company Jacksonville, Ill amusement ride manufacturer, August 18 in the local Passavant Memorial Hospital following surgery for a gall bladder condition. (Details in General Outdoor section.)

THOMAS—Toby, former performer with Barnum & Bailey and more recently a stagehand, at New Orleans of a heart attack recently while en route home to Sarasota, Fla. He had been in California visiting a friend, Everett Hart, retired clown.

TRAYLOR—Bessie, well known in the carnival business and wife of Dick Traylor, August 18 in Tampa. Mrs. Traylor and her husband were married 2_ years ago on World of Mirth Shows. Last season they were out with Penn Premier Shows. She is survived by her husband, a brother, and a daughter. Burial in the cemetery plot of the Greater Tampa Showmen's Association.

WATERS—J. A. (Tim), 73, August 16 in Ocean Springs, Miss., after a long illness. He was a well-known concessionaire and former musician and bandmaster on such shows as the C. A. Wortham Patterson-Kline, Morris & Castle Snapp Greater, D. D. Murphy and Gold Medal. During his last two seasons on the road he trouped with the Don Franklin Shows. Surviving are his widow, Jeannette; three sisters and three brothers. Masonic services and burial August 18 in Jamestown Ind.

WRIGHT—Bob, veteran auto race driver recently in Mason City, Ia following injuries received at North Iowa Fair. Services August 28 in Indianapolis.

Show Times Juggled by N. Y. Rodeo

Open Earlier on 4 Nights; Sale Off to Good Start

NEW YORK—First-day sale for the World's Championship Madison Square Garden Rodeo was greater than the previous year, and officials of the event saw no indication the ticket sales would fall behind. Event runs from September 25 to October 13.

Additional talent has been acquired in the person of the Ozark Jubilee Promenaders, square dance group from the Red Foley TV show. This is an eight-person troupe (plus two reserves), with caller and musical trio. Other entertainment this season includes the Lone Ranger with Tonto and Silver and Lassie, the movie dog.

The Valkyries, female Western riders, will perform in two acts. Entertainment budget is about the same as in previous years.

A change in show times is being watched for any favorable effect on attendannce, which stopped a headlong slide last season. Evening shows from Tuesday thru Wednesday will be at 7:30; Friday and Saturday night shows will be at 8:30, and Sunday nights at 6 p.m. All matinees will be at 2 p.m. on Wednesdays, Fridays, Saturdays and Sundays, except Wednesday, September 25. In previous years all night shows except Sunday were at 8:30.

Another major change this year is a bargain rate for children under 12 at night shows. They will be half-priced for the Tuesday, Wednesday and Thursday night shows, and at the Wednesday and Friday matinees. Prices are $2 to $6

MARRIAGES

DEDDO-NOELL— Joseph M. Deddo adopted son of the J___ Saddlemires, of Glades Amusements, and Velda Mae Noell, daughter of Robert and Mae Noell, whose Noell's Ark Gorilla Show is an attraction with the Glades show, August 7 in the Glades bingo top at Whitestone, Va.

BIRTHS

BLACK— A son, Zachary Jackson, August 13 to Mr and Mrs. L. O. (Hoot) Black in Athens, Ala. Parents are members of Hunt Bros.' Circus, the mother an aerialist and the father Side Show manager.

SOKOLOWSKI— A daughter, Sandra, August 9 in Nashville to Mr. and Mrs. Peter Sokolowski concessionaires on Tennessee Valley Shows.

Picnics, Tourist Trade Keep Elitch Business Up

DENVER—In spite of heavy afternoon and evening rain storms nearly every day for the past three weeks, picnic business at Eliteh Gardens has been the highest in the history of the park. John Gurtler reports that industrial organizations and local service clubs have drawn the highest per cent of their membership to the picnics that often number over 1,000.

A big tourist trade has boosted the box office for Eliteh's this summer and major rides are now beginning at 1 p.m. instead of 6 p.m., as has been the practice in the past. Kiddyland rides have always started at noon, but for the first time the influx of tourists has made it profitable for other rides, concessions and midway attractions to open their doors five hours earlier.

Kiddie Rides Draw

The new kiddie rides are drawing exceptionally well, with a miniature Tilt-a-Whirl, miniature Jet and a monorail Rocket Ship ride that operates on the ground around a series of curves, thru a tunnel and gates, being among the favorites.

Adult Attractions Good

Elitch's, primarily a theater and ballroom park, continues to get young adult business with its policy of booking top name bands into the Trocadero ballroom. Eddy Howard and his aggregation moved on to the bandstand for two weeks to close the season on Labor Day weekend. Weekend crowds force the Gurtler brothers to hang out the s.r.o. sign at the ballroom. Arnold Gurtler, general manager, says that theater attendance this year has been higher consistently than it has been for more than 20 years.

Many special events have helped pull crowds into Elitch's. Last week a beauty contest promoted by radio Station KIMN drew considerable attention. It also gave Elitch's an additional half hour of air time over the 67-station network of the Inter-Mountain Network besides the regular 30-minute broadcast every night from the ballroom. An hour-long disk jockey program nightly from the park over the same station is part of the continuous promotion campaign handled by John Ebey, who has worked out a co-operative plan with local merchants for saving labels, coupons and wrappers from various products for free or half-fare rides at the Gurtler park.

Willow Grove Sets Sellout

WILLOW GROVE, Pa.—Willow Grove Park ends its daily operation for the 1957 season with the Labor Day celebration, but will be open to the public on Saturday and Sunday (7-8) and Sunday (15).

With an exclusive day arranged for the ITE Circuit Breaker firm, the park will he closed to the public on Saturday, September 14.

Fatal Accident at Coney

CINCINNATI — What appeared to be a dual accident brought death to a 10-year-old hoy at Coney Island here Sunday (25) when he fell from a ride and was struck by one of the ride's cars. Park management stated that regular inspection of the equipment moments before the accident plus further checks immediately afterwards revealed no failure of equipment or safety devices.

Magic Mountain Plans to Open Midseason 1958

DENVER—June 1, 1958, has been set as the opening date of the $3 million park now under construction near here.

Stating earlier that the Denver amusement park would not be a copy of Disneyland, but would be built around early Western life, C. V. Wood, president of Marco Engineering Co., developers of the park, said the following attractions would be constructed:

A lake boat ride similar to that used by fur trappers. "Dangers" customers will encounter on the boat ride will include wild animals, snakes, Indians and rapids in the river.

A stage coach ride thru "buffalo country." Passengers will be chased by Indians and finally saved by a cavalry troop.

A ride thru a replica of an 1880 Colorado mine. Passengers will see gold and silver veins, crystals, diamonds and emeralds.

Other attractions will include a Flying Saucer trip, a sky lift ride to the top of Magie Mountain and a "Book Lane" which will re-create storybook characters from children's hooks.

A year-round restaurant is being planned for the lake front. The park will be in operation daily thru Labor Day and again on holidays during the winter months.

Gate Charge Keeps Jeff Beach Ahead

DETROIT—General park business has run just about even for the season at Jefferson Beach. But the total has been given a substantial boost by the addition of a gate charge for the first time, according to Harry Stahl, president and general manager. The early season was hard hit by rain. Independence Day business was rained out, but a dry spell in recent weeks has brought attendance and business up to the point where they average out.

"The 10-cent gate is as good as another Roller Coaster" from the revenue standpoint, Stahl said. "With the gate, people are not just walking in and out. They feel they have made an investment, and they stay much longer. Teen-agers are much better behaved with a gate. They seem to want to be nicer girls and bnys."

Best Weekday

Jefferson Beach had its hest weekday crowd of the season Wednesday (21), with Shores Day, sponsored by the Chamber of Commerce of St. Clair Shores, in which the park is located. The sponsor rented the park for the afternoon and had an all-out merchants' promotion. Stores gave away tickets with purchases in advance, giving free admission to all rides from 1 to 5 p.m., free ice cream and free balloons. There were an estimated 15,000 youngsters in the park, and it was necessary to stnp checking tickets to handle the crowds on all the rides, simply opening them free to all kiddies present.

The park gave out 7,400 ice cream units in 40 minutes. Forty gross of halloons were given out, with a double promotional tie-in—the park name was on one side, and the key slogan, "Support Your Local Merchant," on the other.

A live pony and saddle were given away, and 30,000 tickets from youngsters were entered in this hig contest, which proved amazingly popular despite the obvious difficulties nf keeping a horse in the city. The presentation was given an extra sendoff when the mayor escorted the little girl who won the pony, to her home.

The tickets, which included the free rides, gimmicks and a chance on the pony, were sold to merchants in hlocks of 100 at $15, to be given away to young customers, or their parents. This deal included a newspaper tie-in, with the merchant receiving two advertisements in the local paper for each hlock of tickets purchased.

Keep Winter Staff

Jefferson Beach executive staff this season includes, in addition to Stahl: Alvin Wagner, manager of marina; Earl Urquhart, public relations director; Lillian Urquhart, office manager, and Shirley Segal, a new addition, as assistant office manager.

The park will close the Sunday after Labor Day, but the park office will remain open all winter to service the marina which has become the important balance wheel in the operation. This is providing a means of retaining about half a dozen of the key park men. Peoplo who must be expert specialized mechanics can be given assurance of full employment, working in their special crafts in the boat harbor during the winter, says Stahl.

Considerable construction is already under way for the 1958 season, continuing a program of building which has been under way steadily for about five years. The

(Continued on page 82)

ROLLER RUMBLINGS

Early Distribution of RSFA Documentary Pic

NEW YORK — Actual camera work on "This Is Roller Skating," documentary movie short for TV school, club and other promotional showing, was completed last week, according to producer Irwin Rosee, of the Roller Skating Foundation of America. The flicker, with cast of 60 between the ages of three and 70, stresses family fun on wheels, not the champs.

Most of the filming was done over three days at studios nf Charter Oaks Tele-Pictures, 423 East 90 Street. Only a brief public session remains to be done.

"The job now is to cut three hours of celluloid to 20 minutes," said Rosee. "Our cameras caught plenty of Grade A stuff, and of this only the very best will reach the screen.

"A shorter version of 12½ minutes will be made for television."

The movie was directed by Ira Carvell, of Charter Oaks. Bill Love, skating editor of The New York Journal-American, and Robert Craigin, pro at Oak Ridge Rollerdrome, Hobart, Ind., are technical directors. Among others assisting are Levittown Arena professional George Werner and recording expert Wally Kiefer, distributor of rink music on disks and tape.

Joseph Shevelson, of the Chicago Skate Company and RSFA vice-president, appears in the film in a presentation of skates from Plimpton to 1957.

Among subjects shot were Boy Scouts, Girl Scouts, a religious group on wheels, sidewalk skating, high school participation, old-timers, teen-agers, small fry, swingsters, square dancers, a stilt skater, society skating, housewives and games for general fun.

Also depicted are several of the popular rink dances, singles, pairs, fours, trios and the fun-filled hokey pokey.

Highlight of the flicker is a statement by Dr. Shane McCarthy, a recreational representative of President Eisenhower, showing that even official Washington recognizes roller skating as a recreation.

According to Rosee, "This Is Roller Skating" will be available at a nominal charge in about a month to the nation's rink operators and other interested parties. Rink ops, in turn, will arrange for local showing before groups, such as Scout organizations, which are constantly seeking the free loan of short subjects. A second movie of a more technical nature is planned for the near future.

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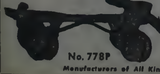
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Rain Slows Iowa's Strong Early Surge, But Gains Continue

Night Grandstand Crowds Up; Races, Fun Zone Hit Pay Dirt

DES MOINES, Ia. — Bumper crops and good fairs gn together in Iowa and as a result the ninth Iowa Stata Fair was off to a fast start and good business.

Attendance was ahead of 1956 each day for the first four days and then rains hurt the next two days. Despite the downpours, which forced cancellation of harness racing Tuesday and Wednesday afternoons, (27-28), fair secretary Lloyd Cunningham was confident the 1957 exposition would exceed the previous year on both attendance and receipts.

Attendance at the end of Tuesday, the first half of the 10-day fair, was 217.185 as compared with 239,470 for the same period in 1956. A strong rodeo headed by Rex Allen and auto races was expected to keep the attendance high.

Receipts likewise were at $369,000 as compared with $335,000 for the same period in 1956. The fair has a budget of around $635,000 this year.

The grandstand shows outside of the cancellations due to rains were running ahead of 1956. One reason for this was the use of Brenda Lea for the first twn nights and the Lennnn Sisters the next four nights. Weaved into tha Barnes-Carruthers revua the acts brought

(Continued on page 69)

BILL KITTLE QUITS PUEBLO

PUEBLO, Colo. — W. H. (Bill) Kittle, who has been manager of the Colorado State Fair here for the past eight years, has submitted his resignation from that post effective September 23. The '57 run of the fair, which ended Sunday (25) set new records on attendance, grandstand and midway.

Kittle announced no plans for the immediate future but said he would again be at the Kentucky State Fair, Louisville, to assist Harry Knight in operation of the rodeo there.

GATE OFF, $$ UP AT WIS. STATE

Pulls 748,711 in Nine-Day Run; 'West-O-Rama' Doubles 1956 Count

MILWAUKEE—Paced by its highly successful night grandstand show, Wisconsin State Fair closed its nine-day run here Sunday ([illegible]) on a strong note financially.

Altho attendance was down due to rain on two days that washed out three major shows, the increased admission price—from 50 cents for adults to 75 cents this year—more than made up for any decline. Total attendance thru the tight outside gates was 748,711 as compared with [illegible]79,536 a year ago.

The big topic, however, was the reversal of tha declining night grandstand business. "West-O-Rama," produced by Barnes-Carruthers Theatrical Enterprises and heavily exploited by the fair, played to 47,647 paying customers in seven nights. This compares with 23,826 in eight nights last year. This year's patronage was just seven under doubling that of last year.

Tha George Holmes Rodeo, which this year featured the Cisco Kid, just about matched its performance of last year. A total of 25,000 people viewed the show, which held forth in the 3,500-seat Coliseum.

Rain, which washed out the opening Sunday's program of auto races, again fell on Friday. This time it forced cancellation of the afternoon time trials for the next day's midget auto races and also the evening performance of "West-O-Rama."

The program of midget races Saturday drew close to 8,000, which was approximately 200 ahead of last year. The final Sunday's program—a 200-mile USAC big car race—saw 22,700 fans present in the stands, matching the same day last year. A wrestling show closed the fair that evening but did poor business.

Bill Mastorson, fair manager, reported that the permanent midway set-up, managed by Charlie Rose, ran ahead of last year thruout the week.

Ronceverte Hits 200,000-Plus Week

GAC-H 'Stairway' Pulls Sellouts, As Do Lone Ranger Presentations

RONCEVERTE, W. Va.—The slow-starting West Virginia State Fair, which traditionally marks time until mid-week, busted loose again Wednesday (21) and Saturday (24) to run up an attendance total in excess of 200,000. The event opened in rain but enjnyed good weather the remainder of the week.

One of the marvels of the event, situated in a remote corner of the Appalachian Mountains in a county whose population is only 40,000, is that it draws as it does. The three adjacent counties have a total population of 34,000. Ronceverte proved its appeal again by pulling residents from long distances with the lure of sizable $47,000 premiums and purses, a big grandstand attraction, and a vast midway.

Rain fell Monday at 11 p.m. ([illegible]9) after threatening all day. The first of twn shows that night, featuring the Lone Ranger plus other Hamid acts, drew a capacity house nl 4,500. The second show drew lightly. By that time folks from outlying areas would hava arrived if not deterred by the weather. Two more Lone Ranger shows on Tuesday, however, were sellouts.

Show Reception Good

The No. 1 revue of GAC-Hamid, "Stairway to the Stars," opened Wednesday to two full-bouse night crowds. For the rest of the engagement it did overflow business for the first shows, and strong business for the second. It was the biggest thing ever shown before the grandstand and was rousingly received, as was the Lone Ranger show. Accompanying the night performances were firewnrks by Tony Vitale, who ringed the track with Roman candles in addition to using bombs and ground pieces.

This fair scarcely ever makes a profit on its grandstand, adhering as it does to a 90-cent top price for a weighty revue. There were soma 45,000 persons on the grounds Wednesday, and the Saturday throngs made promenade traffic almost impossible as 60,000 jammed the area between the exhibit halls and grandstand.

The revue, featuring Russell Arms, contained a line of girls in three production numbers. in "Hit the Deck" they appeared on threa sizes of stilts. In "Merry Widow

(Continued on page 69)

Marshfield Scores Big 130,600 Week

MARSHFIELD, Mass.—Keeping pace with the excellent opening of the Bay State fair season, the Marshfield Fair chalked up a paid attendance of 130,600, which was 13,100 over last year and close to the record set in 1950. A single-day record was established closing day, when 41,000 attended.

The pari-mutuel handle for the six-day horse racing, however, broke a record set in 1946. The total was $537,934. Saturday (24) had a record one-day handle of $136,830.

President Edward M. Dwyer said the gates had to be closed on the last day at 2 p.m., when all available parking space, including that on private property and in filling stations, had been taken up.

E W. Burr, who had his Playtime Amusement Company on the midway, said grosses were on a level with last year. He will also play the Topsfield Fair starting Labor Day. Public relations director, Floyd Bell had to battle a blackout of news in Boston's six daily papers, which have been shut down by a mailers' strike since August 9.

Missouri State Pulls 543,708 For New Record

Ice Show Tops 1956; Auto Races, Midway Score Big Winnings

SEDALIA, Mo. — The Missouri State Fair, which got off to a record-breaking pace wound up its nine-day run here Sunday (25) with a new all-time attendance mark of 543,708. This topped the previous high set in 1955 by 1,533 people, M. C. (Colie) Erwin, secretary-manager, said.

Instrumental in pushing the figure over the top was the banner final day, which saw 65,778 pass thru the turnstiles. Last year the turnout was 64,632.

Big attraction on Sunday was the program of 100-mile late-model stock car races which was brought in by Al Sweeney and drew 20,503 people, 3,000 of them in the infield. All six auto race events at the fair topped those of last year, Sweeney said.

Featured night grandstand show, "Holiday on Ice," did well, ending a few percentage points above last year. Other final weekend attractions included Earl Newberry's Trans World Daredevils on Saturday night, and a "Grand Ole Opry" unit with Minnie Pearl, on the [illegible] night.

[illegible]lin & Wilson Shows, which got off to a strong start despite two days of rain early in the run, wound up the fair with a sharp increase over 1956.

Another record was set in the liv[illegible]ck department where close to 2,800 animals were entered. Last year's previous high totaled 2,778.

Improvements For Hickory, Winston-Salem

CHARLOTTE, N. C. — Several North Carolina fairs have scheduled or nearly completed improvements for the coming season. Included is the 4,000-seat concrete and steel grandstand almost ready [illegible] Fair in Hickory, where [illegible] Green is manager. The [illegible] Club is also building a new [illegible].

In [illegible], the Dixie Classic Fair, managed by Neil Bolton, will sport a new exhibit hall at fair time. It measures 144 by 45 feet.

First fair in the State was the Western North Carolina Fair at Hendersonville, August 12-17. During September there ara 37 fairs scheduled.

Escanaba Fair Gets New Midway $ Mark

Wade Rides, Shows Gross $42,000; Revue, Races, Thrill Show Win

ESCANABA, Mich. — Upper Peninsula State Fair, paced by a record midway gross and strong grandstand patronage, closed its six-day run here Sunday (25) on a strong note, racking up receipts well ahead of last year.

Ray LaPorte, fair secretary-manager, said that while estimated attendance thru free gates was about 150,000, or even with '56, spending was up all over the grounds.

Biggest news of the week was the ride and show gross piled up by the W. G. Wade Shows which set a new mark. LaPorte said the total for the week over $42,000, year's figure.

Grandstand attractions in general did well. Tony Gentry's animal unit, booked in for one night and one matinee by Val Campbell, did fair. A variety show, also put in by Campbell on three nights, did strong business. Each night had an added attraction with the Harmonicats on Wednesday, Leo Carrillo on Thursday and a [illegible] program the following [illegible].

A country and western show featuring Roy Acuff was scheduled for Saturday night. When Acuff was unable to make it from Terre Haute, Ind., the fair offered the filled grandstand its money back, but only had five takers, LaPorte said.

Sunday afternoon a program of locally-promoted stock car races drew an overflow crowd of 5,200 people to the grandstand. Its capacity is 4,600. That evening the Cavalcade of Canadian Hell Drivers played to a strong turnout of 4,000.

Indicative of the success of the run was the feeling of independent signed for next year and wanted more space, LaPorte said.

The only program lost to rain during the week was Friday's harness racing, which was added to Saturday's events.

LaPorte is already enthusiastic about next year's fair. He pointed out that the bridges across the Straits of Mackinac will be completed by that time and the highway leading west from the bridges goes by the fairgrounds.

RECORD RUN

Colorado State Sets All-Time Highs

[illegible] — Colorado State Fair [illegible] on its [illegible] after [illegible] Kittle described as "the best fair ever."

It set a new attendance record, rides and shows hit a new high, the night grandstand revue was up substantially and the rodeo, always exceptionally popular, topped that of 1956.

Total paid attendance was given as 2[illegible]5,000, which was substan[illegible] [illegible]000, the previous high [illegible] were no [illegible] the [illegible] (24) when 66,[illegible] people passed thru the [illegible] and [illegible] were clocked in the parking areas.

The midway gross, where Art B Thomas Shows played for the first time, was termed "phenomenal" by Kittle. The [illegible] and shows took in a whopping $[illegible] 000

(Continued on page 69)

YOUNGEST FAIR DEPT. CHIEF?

[illegible]STON — [illegible]is [illegible] de[illegible]t of [illegible] the [illegible] Department of Agriculture [illegible]t in [illegible] effort [illegible] some [illegible] out [illegible]s F. [illegible] of Feeding [illegible]. The [illegible]-year-old Lang is in his second year as superintendent of poultry exhibits at the Littleville Fair and under his supervision, a new poultry house has been [illegible] to display some 300 birds in well lighted, fully equipped surroundings.

Bakersfield Inks John Bromfield, Dancing Waters

BAKERSFIELD, Calif. — John Bromfield, star of the television series, "Sheriff of Cochise," will ride in the opening night parade at Kern County Fair when it opens here for seven days September 23, Edward H. Clendennen, fair manager, said.

Dancing Waters" will make its first appearance here. It will be spotted on the independent midway as a pay attraction. West Coast Shows, playing the event for the sixth consecutive year, will end its 1957 tour with this date.

Along with Bromfield's appearance, the George Hunt agency show "Spangleland," will be presented free in front of the grandstand. Appearing in this segment of the Hunt attractions will be George Paul, ringmaster, the "Spangleland," aerial ballet, Albert Fleet and his wild animals, the Saunders Troupe, Riley Bill Dedrick and his dogs, and a trampoline act.

For three nights, starting September 24, the show will appear, also free, on the plaza stage. This segment, "Calypso Fantasy," will have Jack Marshall, comic and emcee; Les [illegible] acro-novelty; R[illegible] D[illegible]kes, clown; Hollywood st[illegible] Boyle and Marie, [illegible] [illegible]. The closing three days show, "[illegible] Highlights," will include [illegible] Na[illegible]see, the St[illegible] the Hall B[illegible]ers, jugglers, L[illegible] and Lewis, comedy dance, and W[illegible] Hall and Renee co[illegible].

Wellington, O., Sets New Mark

WELLINGTON, O. — L[illegible] County Fair wrapped up its five-day run here Friday (23) after pulling an estimated 120,000 people thru the outside gate. The turnout was an all-time high, surpassing the previous high of 98,000. Weather [illegible] the run was cool and dry.

N. Battleford, Sask., Gate Drops 1,829

NORTH BATTLEFORD, Sask. — Attendance at the three-day Class B fair of the North Battleford Agricultural Society was 17,-4[illegible], a drop of 1,829 from last year's [illegible].

The [illegible] 10,123 [illegible] down 1[illegible] and p[illegible] [illegible] at $12,[illegible] [illegible].

[illegible] the first two days, but the gate turnout on the [illegible] day was 7,2[illegible] [illegible] the [illegible] last year. The grandstand [illegible] the last day [illegible] 4[illegible] and the [illegible], at $[illegible],3[illegible]4, [illegible] up $[illegible].

Merced, Calif., Misses Record By 66 People

MERCED, Calif. — Total attendance at the Merced County Fair, which closed its five-day run here Sunday (25), was 67,031, just 66 under last year's record of 67,097.

Attendance Thursday, Friday and Saturday was higher than last year. The loss, however small, was sustained on Wednesday and Sunday.

W. C. Woxberg, secretary-manager, offered a full entertainment program which included the John A. Strong Circus for two daily shows thruout the five days. William Couch did his high act twice daily. Timbo the Clown, Slim Andrews and Buster, and Harrold DeGarro, stiltwalker, worked the midway.

Thursday afternoon features were the televising of Bill Ring's "People, Places and Things," and Art Finley, "Mayor of Tooneytown." Friday evening a portion of the Cottonseed Clark "California Hayride" was televised from the grandstand stage. Fireworks by the Atlas Fireworks Company, Long Beach, Sunday, closed the event.

Extra admission shows included the "Hayride," and the Western rodeo Saturday night and Sunday afternoon.

The free shows, including the Strong Circus, were booked by Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, Hollywood.

Crafts Shows' Exposition unit played the midway with 14 major and 11 Kiddie Rides, Pretzel, Funhouse, Penny Arcade and 40 concessions.

Publicity was handled by Bob Flood and Larry Litchfield, members of the field team from the California State Polytechnic College journalism department. Flood was on assignment here in 1955 and Litchfield was here for his first local assignment.

Anti-Racing Factor Wins Mass. Issue

BOSTON — Cancellation last week of a license for horse racing at the Berkshire County Fair Han[illegible]k, Mass., is being held up to [illegible]ic groups in the State as an example of what can be done to keep gambling interests from the fair business.

Attorney Paul A. Tamburello, of Pittsfield, represented the 20 active petition signers in the case. His fight received considerable space in Bay State papers as well as in the Boston press.

Despite opposition of six fairs, the Rehoboth Fair was held August 18-24 in grounds adjoining the Taunton dog track. A six-day meet at the dog track was run in conjunction with the fair. A maximum of exhibits of cattle and vegetables [illegible] on display for the event.

Howard J. Buckley, [illegible] treasurer of the Brockton Fair was a spokesman before Governor Fur[illegible] and also represented the Marshfield, Barrington, Hampshire, Weymouth and Topsfield fairs. He protested earlier in August that fairs such as Hancock and Rehoboth were "paper fairs" set up for the purpose only of operating pari-mutuel horse and dog racing.

ZYSTS ADDED FOR PATRONS AT BARRINGTON

GREAT BARRINGTON, Mass. — Barrington Fair publicity says the event is offering everything this year from "A" to "Zyst."

Some dictionaries, but not many, explain that the gist of the zyst is a covered terrace or shelter area several of which Ed Carroll has built around in case of inclement weather.

Releases telling of the addition of zysts to the grounds drew many inquiries from editors, plus favorable newspaper stories.

All-Fair Pass For Members Of Ga. Group

MACON, Ga. — Another step in the effort to stimulate progress by fair people in Georgia is the issuance of a "universal pass" by association secretary, Joe Pruett.

The pass is sent to all fair group members, with the hope that they will visit other member fairs to pick up ideas. It is good for a party of people but requires the co-operation of each fair, where gate personnel have to be instructed to honor the pass.

There are 30 fairs represented in the association this year, the most recent to join being the Appling County Fair in Baxley, a Lions Club event. Quentin Frost is president; Jim Branch, manager, and Tom Barnes Jr., secretary.

Fair support is requested of the State Board of Education resolution passed in late July and calling for attendance credit for children going to a fair on Children's Day. It specifies that one day be set aside each school year to let pupils go to any fair in Georgia where there is a free school day, and that kids thus attending, under teacher supervision, get credit for a day in class.

Colorado State

• Continued from page 68

compared with $38,000 last year. Not only was this a new record for the fair but was the biggest week that the Thomas organization had ever experienced. In addition to the 12 major rides on the midway, the nine kiddie devices in Tinker Town did a big business. Independent midway ops, with few exceptions, reported excellent takes. The Sky Cycles were featured as the fun zone free attraction.

The Harry Knight-Cremer rodeo with Rex Allen did strong business afternoons and nights the last three days. With all seats sold well in advance, the show scored thumping grosses. It topped last year's successful rodeo by about $1,000, Kittle disclosed. The GAC-Hamid revue, featured the first three nights in front of the grandstand, was 50 per cent ahead of last year's show. A kid show, which featured George (Superman) Reeves, did just fair the first three afternoons of the fair.

In addition to the big business done by the professional amusements, the exhibits also got strong patronage. Typical was the children's barn yard—new this year—which was operated by the FFA. An official count was kept on attendance there and it added up to 52,000 adults and children. Free band concerts daily and an up-dated program of promotion was credited by Kittle for the huge success this year.

PHOTO FINISH

Mich. State Beats Newspaper Blackout

DETROIT — The Michigan State Fair ran a photo finish race with the week-long newspaper strike here but won out in the last few strides.

Luckily the strike ended the day before the fair's heavy advertising campaign kicked off and three big breaks in the Sunday papers came off as planned.

Donald L. Swanson, fair secretary, said it had mapped its newspaper advertising campaign to break starting in the Sunday (25) newspapers six days before the opening. Also scheduled for those days was full use of the front page of the rotogravure section in both The News and Free Press. The strike ended Saturday, so these big features were circulated as usual. Also a worry had been the front page of the Sunday (1) roto section of The Detroit Times.

Of great concern was losing the heavy publicity normally given the fair during the week prior to its opening and the equally big coverage during the fair, particularly the first several days, Swanson said. Only space actually lost were some pre-fair features on exhibitors and a portion of home arts material that usually runs on the women's pages of the papers.

At a war council Friday (23), Swanson and members of the board huddled with Dick Fredericks, fair's publicity director and mapped out a campaign that would have utilized already loaded TV and radio facilities along with suburban newspapers. The latter campaign would have been directed strongly at newspapers in nearby Pontiac, Mount Clements and Royal Oak, all of which have dailies.

Swanson said he didn't see how they could have increased their TV and radio coverage much because their normal schedule of advertising on these media usually saturates the area.

"We would have been in deep trouble had the strike extended into the week before the fair, but everything worked out in our favor," Swanson said with relief.

Iowa Gains

• Continued from page 68

forth favorable comments for the night shows whereas in recent years some criticism bad been directed at the shows.

The Olson Shows on the midway were likewise running ahead of 1956 with the shows reporting its best day here on Sunday (25) when, 71,445 packed the grounds.

Al Sweeney and his racers pulled in a paid crowd of 15,526 for the Sunday afternoon show and 10,947 attended the night grandstand performance. The previous year 15,001 attended the car races and only 5,087 the night show. In fact the 5,087 was the best crowd for the music revue during its six-night run last year.

Fair officials moved the stage from the infield across the track and directly in front of the grandstand using a portable stage which ran onto the track. This made a considerable improvement for the grandstand revue and Sam J. Levy of B-C reported he could use different acts than in the past.

Roger Ray with his xylophone, Tulara Lee and George, Nip Nelson are featured in the revue solos, along with the Wallendas and Brunos working their high wire and pole acts. The Promenaders also went on before the overture.

The grandstand is expected to help the fair receipts this year even though the fair board spent more money on attractions. The boosted nightshow attendance plus an increase of 25 cents per on grandstand reserve seats should more than make up for the higher budget.

Ronceverte Hits

• Continued from page 68

Waltz" plantation-styled hoop skirts were used. In "Salute to the UN" the girls used illuminated drums and pennants. One scenery change revealed the stairway, 30 feet wide and 20 feet high, which also lit up for the finale.

Supporting acts in the revue included the Florida Trio, dummy in the truck; Jackie Jay, comic; the Wazzans, tumblers and pyramid building; Sanger, Rose and Andre, comedy dance, and Mickey Sullivan's band. There were separate daytime acts offered during the week's harness race program. These were Lou Bogert Risley; Costine's Chimps; Four Honey Girls, tumbling; Vic and Marion Miller, hand balancing; and the Great Veno, high bike act.

The half-mile track was resurfaced for the fair and new chain link fencing was added. Fair is laid out on 68 acres and is too big for the area. Since 1955 it has had possession of 153 adjoining acres and plans to construct a new layout in another five years, it is said. A private corporation, it put up $22,000 in premiums and purses this year, to which the government added $25,000.

Outside gate is 80 cents for adults, 30 for kids aged seven to 12. Grandstand is 90 and 60, as is the horse show. Bleachers are 50 cents for all.

Sharing in the big attendance benefits was Johnny Denton's Gold Medal Shows, which put out the largest array of equipment in its three years here.

The management, comprising veterans in all posts, includes Ross H. Tuckwiller, president; H. B. Wilson, vice-president; W. A. Boone, treasurer; C. T. (Tom) S[illegible]denstricker, secretary-manager, and Ed Blake, publicity.

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FOR THEIR MANY COURTESIES

9 Straws in Week For Kelly-Miller

Donna Pyle, Camel Dutch Narfski Hurt; Concert, Concessions, Pits Score Well

BUFFALO, Minn.—Eight Minnesota stands ending with Buffalo Sunday (25) gave the Al G. Kelly & Miller Bros.' Circus a tremendous series of nine straw or turnaway houses, but it also brought several injuries.

Donna Pyle fell from her rigging in the web number and splintered her left leg. In the hospital at Hibbing, Minn., she was recuperating after surgery that included placing steel pegs in her ankle.

Camel Dutch Narfski was injured at Buffalo, when he was run down by a horse at the end of the afternoon concert. Earlier Chief Sarteen, menagerie worker, was clawed by a tiger.

Two roadway accidents brought no injuries. The trailer of Col. Tim McCoy was demolished and a truck and trailer combination went into a swamp. The trailer was taken to quarters to be rebuilt. The truck was pulled out, and its trailer, the donniker unit, was heavily damaged.

Strong Attendance

The small town of Cavalier gave two-thirds and straw houses (15). Hallock had half and two-thirds (16) Roseau, Minn., bad half and two-thirds also.

Then came Baudette for a turnaway Sunday afternoon-only show (18). Concessions, concert and pits were big, with Frank Ellis topping the midway for the 50th time of the season. International Falls on Monday (19) was the banner day of the season. It scored a straw afternoon and the oight show was a turnaway, with a two-thirds house in the seats for the extra performance that was added. The McCoy concert was jammed. It was the best day of the year from the Ellis pits.

Hibbing followed (20) and had two straw houses. Virginia on Wednesday (20) gave a pair of turnaway houses. The stand had VFW auspices. This ended the best week Tim McCoy's concert had enjoyed all year.

Thursday (22) in Cloquet, Minn., a poor lot, hard to reach, had two half houses. Showmen guessed that traffic jams discouraged would-be ticket buyers.

Cambridge, Minn., Friday (23) had a two-thirds afternoon and a straw house at night, altho population of the town is only 2,300. The excellent, grassy lot was a block from the center of town. Show made a 100-mile jump to reach it. Anoka, a suburb of Minneapolis, had half and three-quarter houses on another good fairgrounds lot. Dick Scatterday's six-horse hitch and display wagon made a hit here.

Buffalo followed on Sunday (25) with a strawed afternoon. This was called the best Sunday of the year. It was good also for the concert and pits, but concessions were off. Too many people brought their own lunches and thermos jugs.

Straw Houses For Cristiani In New Jersey

HANOVER, Pa. — Cristiani Bros.' Circus played to fairly good houses here and the sponsor was pleased with its share of the $2,300 advance sale.

The Cristianis had a hefty straw house at New Brunswick, N. J., on Tuesday (20). The afternoon there was three-quarters filled. The show duplicated that big business at Lodi the day before (19), with another three - quarter afternoon and straw night. That lot was seven miles from Palisades, N. J., where Hunt Bros. was playing.

At Winchester, Va., Friday (23), the show had a fair afternoon and strong night, with American Legion auspices. Among visitors was Arthur Konyot, horse trainer now associated with Arthur Godfrey at Leesburg, Va. Jorgen Christiansen, Hugo Zacchini and Manual Barragun are among the acts with the show.

Ringling Attendance Good at Youngstown

YOUNGSTOWN, O.—Ringling Bros. and Barnum & Bailey Circus played to continued good business when it appeared three days at the fairgrounds in nearby Canfield, O. Wednesday (21) thru Friday (23). Attendance has improved at the past few stands.

The Canfield run opened with a crowd of nearly 5,000. On the second day, the afternoon pulled 5,500 and the night show was given for 7,000 people. The third day was better, with audiences of 5,500 and 8,200 people.

Circus appeared at the fair's grandstand, which seats 6,400 in the stand and 2,000 in bleachers. Elephants had a 10-mile walk from railroad yards to the fairgrounds.

Reviewer for The Youngstown Vindicator said the show was as spangled as ever and that attendance on the first night was nearly as good as the show pulled in two performances under canvas in either 1955 or 1956, when operation and advertising were in a slump.

The same reviewer noted that the number of elephants was down, that some acts were out, that all acts except aerialists were at a disadvantage in the local grandstand set-up, and clowns aren't as funny when they are in an arena and viewed thru a series of three local fences. The writer, Fred Childress, also said he missed the big top, the menagerie, circus wagons and animal cages.

Orrin Davenport Show Adds Utica, Houston

CHICAGO—Route of the Orrin Davenport Circus for this fall reveals that the show will play Utica, N. Y., a new addition, and Houston, a return to the Davenport route after several years' hiatus.

These two stands replace the Wichita, Kan., date formerly played by Davenport. Together with Kansas City they comprise the show's full route from October 15 thru the week of November 18. The circus shutters then for the holiday season. All three dates are for the Shrine auspices.

Opening again in January, the circus will play its regular line-up, including Detroit, Cleveland, St. Paul, Dayton, Columbus, and other cities, tho some change in timing is scheduled.

After Columbus in April, the show goes to South Dakota and Western Canada for more than a month. Scheduling is not yet complete at the far end of the season, but the Brandon, Man., stand the week of May 12, probably is to be followed by Edmonton, Alta.

The Utica opening will be the week of October 15. Houston is November 7-17 and Kansas City is the week of November 18.

Hamid Plans Toronto Date, Quits Boston

NEW YORK — Hamid-Morton Circus will play its annual engagement at Toronto, starting September 30 and including such acts as Jack Joyce's Camels and Pat Anthony's Lions.

But George A. Hamid said Thursday (29) that his show would not accept terms offered at the Boston Garden and consequently would not play that date this year. The show played Boston two weekends last year and was idle on the weekdays between. Hamid said that similar terms were offered by Walter Brown, of the Garden, but that he would not accept them.

Publicity for R-B

CHICAGO—Ringling Bros. and Barnum & Bailey Circus hit strongly with national publicity breaks this week. The Wall Street Journal and Newsweek magazine carried similar stories quoting Harry S. Dube, Ringling executive, on success of the new format of the show.

Wire services carried a photograph of clown Otto Griebling with prime minister of Canada at the Canadian National Exhibition.

4 Shows Play Rio Grande Border Area

REYNOSA, Mexico — Four circuses have been playing to good business in the cotton-growing area of the Rio Grande Valley in this section of Eastern Mexico.

Circo Union played Reynosa to full houses for five days and was planning to stay in the valley about three weeks before turning back to the interior of Mexico. Owner Jesus Fuentes said he has completed a deal for three more elephants, giving him the largest herd in the country. Show moves on about 40 units.

Circo Osorio played Matamorros recently. It carries 75 animals in its menageries and Side Show. It has added two elephants and may buy more. It has the largest lion act in Mexico, using the feeding of burros to the lions as a blow-off. Circus moves on about 35 units and has a good spec and good band.

(Continued on page 71)

Riding Act Quits

KEOKUK, Ia. — The Riding Fredericks left Hagen Bros. prior to the show's appearing here Monday (26).

BOOK REVIEW

Book Adds Much Data On Bailey

Even among many show people, the Bailey half of Barnum & Bailey has remained something of an unknown. Virtually nothing has been written about him. But bundled up at Princeton University's library for years have been the papers of James T. McCadden, brother-in-law and associate of James A. Bailey. Not until Richard E. Conover came upon these papers had anyone paid much attention to what proved to be a gold mine of circus history.

This material now has been summarized by Conover in a 16-page, paper-back booklet entitled "The Affairs of James A. Bailey," and described as "new revelations on the career of the world's most successful showman." It is the second such pamphlet by Conover, the first being about early parade wagons.

His Bailey book is a wholly fascinating recital of details about the buying, selling and business manipulation of the various circus properties in which Bailey was active. These shows were Barnum & Bailey, Forepaugh-Sells and Buffalo Bill's Wild West. The general outline of history on these shows is familiar, and Conover doesn't repeat it. Nor does he repeat much known material about Bailey.

Value to History

Instead, he has edited these few pages down into a fact-packed document that adds greatly to the information available about these shows and showmen.

One with any interest in circus history won't find it easy to set this booklet aside. There is too much new material in it for that. It involves such transactions as Bailey's formation of a British corporation to operate Barnum & Bailey, and the involved dealings between Bailey, his estate and Buffalo Bill. It indicates that all these big shows put in some losing seasons and that among Bailey's many show skills were those needed in financing his enterprises.

In addition to providing illuminating information and pleasant reading this booklet has a greater long-term value. Hereafter, no author can expect to write much about large circuses without having studied this pamphlet. Indeed, one must re-evaluate previous books in the light of this one. Those about Buffalo Bill might read differently if they had the benefit of Conover's research contained here.

A definitive biography of Bailey is still to be done. When someone writes it, he will owe much to Conover. If he misses this little book of Conover's, he might as well throw his own efforts away. Meanwhile, this booklet stands on its own merits as interesting, historical and the only book about Bailey. Tom Parkinson.

Beatty Crowds Hold Up Okay

COVINGTON, Ky. — Business for the Clyde Beatty Circus still is good. Wednesday (28) the show played under auspices of the local Optimists Club on an excellent lot located on the Twin Oaks Golf and Country Club, several miles outside the Covington city limits. Afternoon performance pulled a good three-quarter house, with the show strawing 'em at night. Same sort of business was experienced by the show at Huntington, W. Va., Monday (26), and Portsmouth, O., Tuesday (27), Manager Frank McCluskey reported. The show had half and three-quarter houses at Weston, W. Va., Saturday (24).

Ashtabula gave about the same business Wednesday (21), with attendance estimated at 3,500. A newspaper photographer was asked to leave the big top at Ashtabula because he was not accompanied by a press agent. Mills Bros. Circus was arriving at its winter quarters in nearby Jefferson the same day.

At Farrell, Pa., Beatty was close to Ringling's Youngstown stand. Farrell gave the show two full houses after a vigorous advance sale on the part of the Lions Club there.

Polack Cuts Philly Run

PHILADELPHIA—The Shrine here will again sponsor the Polack Bros.' Circus this season, but the indoor event will be cut from the customary full-week stand to four days, from Wednesday, October 30, thru Saturday, November 2.

Philadelphia Arena, seating some 6,500 persons, will again house the show. Number of performances will remain the same. Full week schedule called for only evening performances, with matinees on Friday and Saturday, or two Saturday daytime shows, to make it a total of eight.

Polack Unit Idling Weeks; Plans Late Southern Tour

CHICAGO — Eastern unit of Polack Bros.' Circus has shut down following a two-day stand at Wausau, Wis., (24-25) and will lay off until October 24, when it reopens at Toledo.

Late fall dates then will include Philadelphia and Baltimore, plus a string of at least five Southern cities. The season then will end on or about December 1, according to General Agent Sam Polack. The set of Southern stands is in a new location, Polack said. Some of them are new to the route and some are relocated from September dates in the past, he said.

Season so far for the unit has been mixed, with many stands up from last year's business and some running behind, he said. Calgary was exceedingly good and Lexington, Ky., was at its best, while Peoria and Rockford, Ill., were equal to or better than last year despite rain and threat of rain.

Polack stated that the show had taken more rain than in any past year. Several performances had to be cancelled and replaced with rain dates. Business in recent Wisconsin stands was fair.

UNDER THE MARQUEE

By TOM PARKINSON

Happy Spitzer and his novelty animals are [illegible] the season at Jersey Jungle, Farmingdale, N. J. . . . The Sverre O. Braathens, of Madison, Wis., caught the Iowa State Fair at Des Moines and talked with Karl King, the circus march king, who was there with his band to play for the grandstand show. The Braathens and King were dinner guests of the Wallendas, and the Wallendas and King were guests of the Braathens.

While Ringling was at Youngstown, Henry Varner visited. He took Hugo Schmidt, Benny White and two other Ringling elephant men went with Varner to see the Tony Diano elephants, including males, at Canton, O. Varner also visited the Beatty show and Count Nicholas at Wierton, W. Va.

J. W. Hartigan Jr. caught the Beatty show in Weirton, then saw the Sarasota Circus that night at a high school gym in Morgantown, W. Va. He caught Cristiani Bros. again at Fairmont.

From Kelly-Miller circus, Glen J. Jarmes writes that Bubba Voss has the band since Charlie Cuthbert returned to Hugo because of illness. . .Freddie Logan is still taking the K-M elephants to town each noon. . . . Jay Gould and family visited K-M and the Jarmeses saw Jay Gould Circus quarters. . . J. H. Rettinger also visited K-M.

Mrs. Tim McCoy and their two sons left for Hollywood so the boys could re-enter school. . . . John (Camel Dutch) Narfski has two broken ribs and a light case of pneumonia and is resting a week after being run down by a horse.

The Wallendas were held over for added days at the Iowa State Fair.

Barbara Fairchild writes from the Cristiani Bros. Circus that Lily Strepeton returned from a hospital at Oceanside, N. Y., where she had a check-up. . . . Bagonghi also returned from a Long Island hospital. . . . The Belmonte Cristianis returned to the show after a honeymoon. . . . Visitors have included Harry Hunt of Hunt Bros., Oscar Cristiani's daughter, Bonny, and family; the Joe (The Great) Galazzos and Jack Holt, bar performer.

Bill Jones, promotion man for circuses and now working events in Arizona, recently handled the book for the national conference of the Fraternal Order of Police at Phoenix. His 80-page book included two pages of pictures in full color.

Al Porter has joined Benson Bros.' Circus as contracting agent and recently visited the Lawry Riggs wild animal farm in Maryland. At Alexandria, Va., Porter saw Tom Allen, formerly with the Johnny Jones carnival and now handling tickets at Funland Park. Charley Grist, ex-Hunt Bros. agent, is another showman whom Porter visited.

Dusty Rhodes, former front door man with John Robinson, saw Hagen, Famous Cole and Benson in the Oshkosh, Wis., area and reports Hagen and Cole did well but Benson had a b l o w d o w n. . . . Charley and Beverly Allen, of Allen's Bears, visited Roland Lindemann at the Catskill Game Farm in New York and bought a cub to add to their act. . . .The Paul Conaway family vacationed a couple of weeks in North Carolina before their daughters leave for school again. . . . CFA Hank Fraser, of Ruston, La., writes that he is recuperating from an operation and would enjoy mail. He said the Clyde Beatty Circus will be in Monroe, La., on September 21 while the Clyde Bros. Circus will be in Monroe September 27-28.

Jim Boles, Tyler, Tex., fan, reports that the recreation department there recently staged their annual children's circus.

From Kelly-Miller, Happy Bellisle had to hitchhike with his drums after missing his ride with John Long at Badger, Minn.

A new Pocketbook now on the newsstands is "Where the Money Went," by Yellow Kid Weil. In it he tells that he and friends once leased the Hagenbeck - Wallace Circus and lost their money. He cites this as evidence that they couldn't do well in a legitimate business. However, a couple of troupers write that they don't recall that Weil ever had a piece of the show.

From Cristiani, Barbara Fairchild reports that the Justino Loyal family visited two days, that W. E. Lawson, Jackie Bostock and others from Ringling visited. . . . CFA Frank C. Upp, Peoria, writes that Ed Knoblaugh, one-time Ringling press agent, still is recuperating from a stroke suffered while with Ringling. Knoblaugh is at 1524 N. Madison, Peoria, and would enjoy mail.

Fans at the Beatty show in Weirton, W. Va., included Bob and Norm Senhauser, O. C. Wallace, Ralph Stevenson, Laysel Pitts, George Green, Gerald Harshmann, Ray Markle, Leo Winters, Betty Monney, Ed Jones, Ivan Myers, Melvin Olsen, Lloyd Bender and Gaylord Hartman.

The Chicago Daily News has a feature that tells "whatever became of" various famous names. Among those spotlighted recently were Clyde Beatty, Tim McCoy and Ken Maynard. . . . Roy Francis, once an end man with Neil O'Brien and on the Keith Orpheum circuit, is living at 6818 Skidaway Road in Savannah, Ga.

From Ringling-Barnum, Freddie Freeman writes that Columbus, O., had the nicest ball park the show has played and that trailers were parked right behind the park, but at Youngstown the show was far out and it was rough commuting on the two-a-day scheduled for the bus line. Visitors included Simone Loyal and her family, Norm and Bob Senhauser, Delbert Perry, R. K See, Don Dewees, Warren McCormick, Lee Virtue, the Richard Conovers, Don Smith, Melvin Olsen, Fred Pfening, the Robert Kings, Ed Jones and son, Don Howland, the Charles (Jonsey) Joneses, Mrs. Bessie Polack, the Harold Voises, Arden and Norbert Kreisch, Paul Kaye, the Dick Slaytons, Frank Torrance and Dewey Barto. . . .Working a state prison show were Otto Griebling, Joe Nawrath, Carl Stephen, Dennis Stevens, Gene Lewis, Cha Cha Cha, Aldamara Catarzzi, the Yong Brothers and Sister, Paul Horompo and Freddie Freeman.

Four on Border

• Continued from page 70

Circo National played Remirez during its five weeks in the area. This show has a new top, new seats and several new trucks among its 15 units. Show is counted one of the best for maintenance in the country and Samuel Olivares is owner.

Circo Vzques was in Valla Hermoso and was getting its share of cotton money. It, like Circo National, carries some carnival rides. And it, like most shows in Mexico, is growing. It carries no animals and works on the European pattern.

PROMOTERS

Who can work clean and get money. Work till Dec. 20, full season next year. Following, get in touch: Newcomer, Hackman, Jack Clark, Peg Slatts, Joe Murray, Chick Thomas. OTHERS WHO KNOW ME. Towns are ready now. Best towns in Wisconsin, Illinois, Minnesota. Book and Tickets.

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Family Ground Acts. Dues doing 2 or 3, with own trans. 6 weeks, open Nov. 10, Appleton, Wis. Gay Maynard, Shelby Jackson, Ted Tillmeo, Stud Foster, Charlie Caldwell, St. Leons, Dukes, answer.

BILL GRIFFITH
ADAMS BROS.' CIRCUS
1306 N. Appleton St. Appleton, Wis.
RE 3-0468 Days, RE 4-7627 Nites

POLICE
PHONEMEN WANTED
Reliable and sober Phonemen for Police Annual in North Carolina. Pay 25% on Ads and Banners. 20% on Tickets. 6th Annual. No collect calls. Call or wire
HELEN HASSON
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Phones in, plenty towns, good auspices. Ed Marsh, Tom Morrissey, Vince.
FRANK MARTIN
Weber Bros.' Circus, Madison, Wis.
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CARSON & BARNES
"America's Fastest Growing Circus"
WANTS
Girls for Ladder, Web and Menage. Can place Operator for Pony Ride. Useful Circus People in all departments. Wild West People for concert. Steamboat Springs, Colo., Sept. 2; Meeker, 3; Glenwood Springs, 4; Rifle, 5; Fruita, 6; Moab, Utah, 7.

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UPC's and BANNERS
Apply Office:
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Phone. Atlas 9-6514
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Want Promoter who can produce right deal to right men or women. 30 years in Connecticut. Steady work. Write
SUNDERLAND'S Fund Raising Shows
721 Main St. Hartford, Conn.

PHONEMEN
Top sponsor deal just starting, phones in. Plenty of deals to follow, year-round work. Pay daily.
BOB MALLORY
Phone: AL 67507—64778
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3 PHONEMEN
Hagerstown, Md., Fire Dept. Sponsor. UPC's and Banners. Call
CHARLIE
BE 9-1791 or BE 9-1924.
P.S.: Walter Morris and Sam Soper, come in. Hank Barrington, get in touch.

The Affairs of
JAMES A. BAILEY
New revelations on the Career of the World's Most Successful Showman. A 16-page pamphlet for $1.
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Phonemen—Husband and Wife Teams Promoters With Crews
Work 52 weeks a year. Local & National Deals. Labor (officially endorsed), Postal, etc. Phone—Hartford, Conn., Jackson 8-4617 or Jackson 8-3948. Or write:
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For an internationally famous star of stage, screen and T V. Promoters must be able to go to work at once. Book, Banners and Tickets. 40% paid daily. If you cannot finance yourself, please don't answer. Will make attractive proposition to Agents who can set Deal and handle promotion. Also can use several Phone Men here, Labor Deal, 1,000 members in Ontario's big boom town.
SHELLY "BUD" SNYDER
Night Phone: Laurentian Motel, Osborne 3-1404. Day Phone: Osborne 4-1034, Sudbury, Ontario.

FAIRS, CIRCUS OR INDOORS
THE RIDING FREDRICKS
5 People—5 Horses—Bareback Riding Act, Big Juggling Act, Rola-Bola. Beautiful flashy acts. Now open for any dates.
FREDDY CONLEY c/o Wonderland Park, Route 3, Batavia, Ohio

PHONEMEN
FOR POLACK BROS.' CIRCUS (WESTERN UNIT). Contact
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LINCOLN HOTEL, ODESSA, TEXAS

Phonemen & Promoters
Need one Promoter with Sales Crew to take over Jacksonville's only officially endorsed Veterans' Newspaper, also two Phonemen to work on the official Labor Newspaper and Labor Temple 3rd Annual Christmas Basket Program starting October 15. No col. calls, no drunks. Contact
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2 CONTRACTING AGENTS
Wanted for Mills Bros.' Circus—Highest caliber Men or Women. Must have good background and be ready to start booking now. Must have car and typewriter, auspices experience with telephone promotion. Commission basis only, with weekly drawing account on towns booked solid.
If you are broke and have habits that interfere with your work, save your time. Am interested only in ladies and gentlemen that love their work and are willing to work 30 or more weeks. Write, wire, phone at your expense.
JACK MILLS
2669 Euclid Heights Blvd.
FAirmont 1-0700
Cleveland Heights, Ohio
P.S.: Promotional Men and Women who have or can get crews, handle them, work as instructed and start now, address as above.

3 TELEPHONE MEN
CLYDE BEATTY CIRCUS
Good sponsors, pay daily. Jacksonville phones in ready to work. St. Pete and others to follow. All winter's work. Contact
J. ROGERS, Chairman
1501 Hendricks, South Jacksonville, Fla.
Phone EX 8-2491. No Collects.

WANT WANT
PHONEMEN OR WOMEN—10
Repeat Deal—Tickets & Banners. Plenty of Tape—3 Months' Work.
Contact Jack Schenck
Phone: Teaneck 6-8286
Write 118 Fort Lee Rd., Teaneck, N. J.

BENSON BROS.' CIRCUS
Wants Immediately: Promotional Directors capable of getting money. No drunks. Also want Aerial Teams, 2 or more Girls for Swinging Ladder. Want Wild West Concert Performers. (Pat Cronin, Frank Moore, called you. You had checked out.) Wire care Western Union, Akron, Ohio (Do not call), all this week.
BILL MORRIS, MGR.

Promotional Directors
Can use honest, reliable Promotional Directors for good towns under top auspices. Prefer men that I know. JACK SWAN, call me immediately. No collect calls. This is not a finance company.
K. GORDON MURRAY
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The best 5 Elephant Act in show business. Contact
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(The Pride of the Golden West)
Currently the stellar attraction with CARSON & BARNES DOG & PONY SHOW. At liberty November 1.
Contact Bill Woodcock
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Phonemen & 1 Promoter
For towns in Pennsylvania. All-year-round work. Good sponsors. Paid daily.
Call A. J. WIESNER
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2 PHONEMEN 2
UPC tickets and banners. Police sponsored. Other deals to follow. Salem, Ohio, Edgewood 7-9222, days. Edgewood 2-4678, Room 102, nights.
DICK BRODERIC

PHONEMEN
TV-RADIO PROGRAMS
Higher commissions.
Dickens 8-3286, Baton Rouge, La.
Collect if I know you
(Your friends are here.)
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Permanent office for 4 year-round deals.
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Circus UPC's and Banners for GATOR BOWL date. Call person to person only
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PROMOTERS WITH CREW
Needed at once. Top Country & Western show. Good money. Pay daily. No lay-offs. Book, Banners, Tickets, UPC's. If you can produce, we need you NOW! Town & Country Productions, Inc. Jewell Theatre Building, Springfield, Mo. Phone 6-4810 (days); 4-9306 (nights). No collects.

3 PHONEMEN 3
CLYDE BEATTY CIRCUS
Police here. Sheriffs, Shrine Dates follow.
Call 2-5531, Tampa, Fla.
MR. G.

New Rides, Higher Kids' Prices Hike Conklins' CNE Biz

Wild Mouse, Derby Racer, Hot Rod Help; Children's Rides Go for 10c

TORONTO — The Conklin Shows brushed aside a $21,000 one-day drop in receipts because of rain Saturday (23), the second day of the 14-day Canadian National Exhibition, to run up an Increase over last year for the first four-day period of the run.

Substantially greater earning power of the ride line-up, coupled with the abandonment of the 5-cent kiddie ride price for a 10-cent minimum, put the Conklin gross up $2,475 thru Tuesday (27), end of the four-day period.

Saturday's rains not only pruned the exhibition's attendance, but thinned crowds on the grounds who either scurried for cover or else left the grounds ahead of time.

New rides, such the Wild Mouse, the Derby Racer and the Hot Rod, served to hike ride receipts substantially. The Wild Mouse, working at a 35 cent price, grossed $1,475 opening day, $1,271 in rain Saturday, $4.2.. Monday kids' day, and $3,681 Tuesday.

The Hot Rod turned in daily grosses in excess of $2,000 and hit $2,600 on one of the first four days. The Derby Racer also had good grosses, tho J W (Patty) Conklin described them as "below expectations."

The end to 5-cent rides gave ride grosses a big lift. On kids' day there were more ride tickets sold at 10 cents than last year, when some kids' rides worked for 5 cents and others for 10 cents.

Figures showed that on kids' day this year there were 189,606 10-cent tickets sold as contrasted with 164,000 tickets, tagged at either 5 and 10 cents, last year. Of the rides which went for 5 cents last year and carried 104,000, there were 9..500 who rode the same rides this year at 10 cents.

Shows, as contrasted with the rides, did not show any increase over last year. The trend was, in fact, off. Of the shows, Patty Conklin reported, Lou Dufour's Life Show was doing notable business.

Second Fair At Henrietta OK for Vivona

HENRIETTA, N. Y.—A slow start for the midway at the Monroe County Fair here was over nine to produce a 20 per cent increase in both fair attendance and gross of the Amusements of America. A kiddie day promoted Thursday (22) by Albert Lockner, fair secretary, was highly successful. It was the show's second fair this season.

Kiddie day features included free admission and free grandstand circus attractions for the children.

A short jump was made from the fair at Alexander, N. Y., where the Vivona operation had opened its fair season. Trailers had electricity early Sunday (18), thanks to Pete Hendrix and helper Nelson.

The new Hot Rod and Tilt-a-Whirl topped ride grosses, as expected, with the Roller Coaster, managed by Joe Faracchio, doing

(Continued on page 77)

Minn. State Fair Gives Royal 10 Ride, Show Hike

Increase Chalked Despite Rain; Best Side Show Leads Back End

ST PAUL. — Royal American Shows were heading for a new record at the 10-day Minesota Fair here last week with Carl Sedlmayr Sr., reporting a 10 per cent increase in gross takes thru Tuesday night (27).

Figures indicated that from the opening Saturday (24) thru Monday night (26), ride and show takes were $1..7,000 compared with $107,000 at the same point a year ago.

Altho rain fell on Tuesday night, the midway did good business. Dick Best's Side Show, always a big winner here, continued to lead the back end. Bunched behind it were Harlem in Havana, Lash LaRue's W... unit, the Green Door and Bill Kemp's Motordrome.

Frank Morrissey, RAS press rep, reported that the joint press party staged by the fair secretary, Doug Baldwin and Sedlmayr on Friday night (2.) drew some 75 newsmen from the twin cities.

Traditionally, Sedlmayr and a number of midway acts entertained kid patients at the Shriner's hospital here.

Tommy Hart former manager of the Side Show on Cristiani Bros.' Circus, joined the front staff of Green Door. Hart also handles the program sale.

Visitors to the midway and fairgrounds during the first few days, included Bishop La.., Alabama State Fair, F. C. Manning and Maurice Hartnett, Calgary Exhibition and Stampede, John Clark and Al Anderson, Edmonton Exhibition, Mr. and Mrs. Steve MacEachern and family of the Saskatoon Exhibition, William Singleton, Claire Letherdale and Bob Stewart, Red River Exhibition; Jack Courtney, Regina Provincial Exhibition, Archie Putnam, Northern Wisconsin District Fair, Merrell O. Dahl, North Dakota State Fair, and Msgr. Or..ll of Fargo, N. D.

FEWER KIDS CUTS GOODING OHIO $$

Unemployment Holds Down Grosses; New A-H Mon-O-Rail Ride Debuts

COLUMBUS, O. — The Ohio State Fair this year did not have Roy Rogers pulling in record-breaking attendance and huge turnouts of youngsters as it did last year.

Rides and show receipts of the Gooding Amusement Company as a result were down. But, receipts nevertheless compared favorably with those in the years immediately prior to '56 the record midway year here.

The current high unemployment in the Columbus area also was felt not only in lower attendance but in small per capita spending. Games concessions were off. Food concessionaires on the other hand generally reported good to excellent business.

Floyd Gooding, head of the Gooding midway ride operation, said that his other fairs thus far this season have held about even with last year, which for him was the biggest in his many years in the business.

Rain hurt his still date business thru July 4. Gooding said. Then business turned and held good and ride and show receipts climbed to about equal with those of last year.

In recent weeks Gooding has operated as many as 11 ride units. In addition, he has devoted some time to his Gooding Zoo Park operation here. This hotspot, he reported, has almost doubled

(Continued on page 77)

Du Quoin Fair Receipts Hiked By Heth Shows

DU QUOIN, Ill. — Midway business at Du Quoin State Fair thru Tuesday (27), third day of the nine-day event, was up sharply with the credit going to the power-packed line-up of the Heth Shows, playing the fair for the first time.

Opening day's business Sunday (25) was up 40 per cent over 1956, even tho the fair this year operated behind a paid gate, whereas on the corresponding day last year there were no gate charges.

Monday and Tuesday (27), the latter Hambletonian Day, also provided higher receipts. On Hambletonian Day some of the concessions, chief among them Norman Anderson's 93-foot bingo, were given good patronage.

The line-up of attractions brought in by Heth, while representing the normal strength of the show, exceeded in quantity and quality past midway set-ups here.

Continental At Chatham

CHATHAM, N. Y.—Continental Shows opened their Labor Day fair date here Thursday night (2..) after enjoying pretty good results at early fairs in Westport, N. Y., and Lyndonville, Vt. Both were equal to last year in midway earnings with good weather prevailing.

Olson Hits Winner At Iowa State Fair

Races Ahead of '56 Figures Despite Rain on Two Big Days

DES MOINES—The Olson Shows got off to a fast start at the Iowa State Fair and despite heavy rains on Tuesday and Wednesday (27-28) were still running ahead of 1956 which was also a big year for the show.

The Sunday (25) business was the best day for the organization since it has been showing on the Iowa Fair grounds. With a capacity crowd of over 71,000 on the grounds rides and shows got their share of the business.

The rains hurt but with the show running 17 per cent ahead at the start of Tuesday morning it was still able to stay ahead after the rains.

Paul Olson left the Iowa fair on Wednesday for a hurried trip to Louisville where he is setting up several new rides.

The three midway shows, Follies of 57, Grundy, and the Rock and Roll were all running neck and neck for top business. It is rare on the Iowa fair grounds for three shows to be running together on the take.

Fat Roberts with a good location was doing a heavy business with nearly a $2,000 take on Sunday. Helles Belles was likewise running good.

The Skooter was topping the list for the rides with the kiddie rides pulling in good with a top location at the front of the midway.

Altamont Yields Coleman Bonanza

New Black Top Job to Capacity; Record Gate Pace Boosts All Units

FONDA, N. Y.—Final fair in New York for the Coleman Bros. Shows is this week in Fonda, after which it routes into Massachusetts and New Hampshire. Business remains at a high level for the show, which hit a new peak at the Altamont (N. Y.) Regional Fair.

Ideal weather coupled with record crowds sent the Coleman grosses soaring. Fair leaped 11,000 ahead in the first three days and wound up with a new attendance record of more than 91,000. All show and independent units had a good week.

A boon to the show was a com-

(Continued on page 77)

Two New N. C. Fairs for Va. Greater

SMITHFIELD, N. C.—Virginia Greater Shows have been contracted to play the new Johnson County Fair here September 2..28, and the new Martin Raceway Fair in Williamston, N. C., September 18..1, it was reported by William C. M....., general agent.

Smithfield, under Lions Club sponsorship, reportedly has wide county support for agricultural and commercial exhibits, and Williamston will offer a solid week of horse racing.

Fair dates leading up to the pair mentioned are Suffolk, Va., August 26-31; Hertford, N. C., September 2-7, and Murfreesboro, N. C., September 9-14.

Fairfield, Ia., Gives Kile Big Ride Patronage

FAIRFIELD, Ia. — Floyd O. Kile Shows scored one of best weeks of the season at Jefferson County Fair here, where grosses topped expectations.

In for the first time, Kile said that business was better than anticipated. He has already opened negotiations to return in 1958.

The fair, which is comparatively new, this year constructed a stage for its entertainment which was provided by Zoo... Entertainment Service, Des Moines. Other improvements included additional fencing and cement floors in livestock buildings.

O. C. Buck Does Okay At N. Y. Fairs

BATH, N. Y.—Excellent weather has favored the O. C. Buck Shows at recent fair dates, Owner Buck reported. Recent appearances of a S...... and Ro..d.. at B..k .... edged grosses upwards.

Governeur had its best week in years, with the midway doing 20 per cent more than in 1956. Elmira suffered a decline at the outside gate and grandstand, but the midway gross was up.

Plattsburgh, a new fair, was good for an initial event with three race days. A track was added at the grounds. Malone was better on the midway than last season.

MIDWAY CONFAB

Coleman Bros.' Shows scored big publicity at the Altamont, N. Y. fair with the tried-and-true formula of a midway wedding. The ceremonies, which were held in the flower show building, were by Joseph Martinhope, Philadelphia school teacher, and Marion (Ginger) Byed, of the show's Top Hat Casino unit. Mrs. Foster Potter, wife of the fair executive, played the organ and the knot was tied by Rev. Cornelius J. Meyer, who was working in his church food stand on the independent midway.

John Kinsey, sound track op, left Continental Shows after five years to join the Gooding Amusement Company as Funhouse operator. William Boudine, former secretary on Granite State and Blue Grass Shows, middle-aided it recently with Josephine La May, non-pro. They are making their home at 105 Pleasant Street, Concord, N. H., where Bouchea works for the State.

Joe Pearl, mailman and agent for The Billboard on Blue Grass Shows, celebrated his 55th birthday at the LaPorte, Ind. fair where he received many gifts from friends. Joe recalls that 13 years ago he celebrated his 42d birthday at LaPorte with the Johnny J. Jones Exposition and also marked V-J Day ending World War II.

. Danny Royal was recently released from Fairmont General Hospital after recuperating from surgery. . Dorothy (Tiny Phillips) Hamilton, who left the road this season due to ill health, was released from a Miami hospital and is convalescing at 1840 N.W. 53d Street, Miami.

Personnel of Burkhart Shows turned out for a baby shower given Mrs. Joe Miller at Mendon, Ill. Al Summers, cookhouse, and Mrs. Ritchie served refreshments. Also attending were Dovie Thompson, Pat Bennett, Leona Sowden, Duvy Barnett, Ramona Ison, Tina Brubacker, Joe Anne Little Wolf, Mike Little Wolf, Peggy Welch, Doris Jamison, Alice Matthews and Mrs. Summers. John and Peggy Welsh, also of the Burkhart organization, welcomed a new son in Lexington, Ill.

Personnel on the Dick Best Side Show at Chicago's Riverview Park include: Richard (Little Dick) Serios and Col. Casper Balsam, talkers; Joe Belen, man on the broom; Salvadore Scotti, the ticket box; Pat Shuemaker, cashier and No. 2 box; Alma Balsam, front door ticket taker; James Sprague Ball, sword swallower; Felix Monaleeka, contortion; Hoyt Shuemaker, armless and legless Ted Evans, gaunt; Bernard Mulholland, Gilmore, quarter boy; Ray Williams, midget clown; Alphonse Fathmore Curatolo, human volcano; Hazel and Jacqualine Morris, smallest mother and daughter, annex; Jim Powers, magician and inside lecturer; Clarence (Smokey) Cunningham, back door ticket taker; Genevieve Scollenberger, sword box; Patty Shuemaker, flea circus, and Goodloe Goodsby, knot man.

Claudia Colleen Crawn, daughter of Don and Mary Crawn of Amusements of America, celebrated her fifth birthday at Alexander, N. Y. with a corn-on-the-cob party. Among the guests were Lynn Sharon, Wayne C. Crawn; Mrs. Howard and children, Deborah Sue, Sheila Ann and Jimmie; Aggie and Joe Grosso and son, Gary Michael; Mrs. Sara De Malio and Helen, Bickey, Bobby and Lisa; Ernie Hendrix, Pauline and Ralph Ryan, and Clarence and Johnny Edward Stump, Tex Mason, Helen and Al Schmitz, Frances and Bill Cism, Marie and Johnny Vivona and son Anthony Daniel, Bob Porter, Jim Suzie, Champ, Louie, Mary and Minnie Ristick; Pok Akers, Terry and Tony Mason, Joe Cassano, Butch Bellow, Russell Herd, C. T. Lunsford, Snooze, Bull Smith, Whitey, Frank Dain, Pearl and Chuck Reston, Edward H. Miller, George and Marie Price, Kay and Danny Punelli, Rosita and Danny Dell, Paul Gallagher, Sherry and Johnny Miller and daughter, Joy; F. O. (Tarzan) Banks, Jenine and Bob Clements, Edward H. Conolon, Mac McDonald, Margaret I. Frakt, Paul Graver, Nora and Dickie Hillburn, Fay Starr, Pat and Denny Little, Betty and Scotty, Al Belkot, Mom Vivona, Dominick Vivona, and Doc Richmond.

Vet showman Prof. Willie J. Bernard of Hancock, N. H., reports he plans to make his home in New Hampshire and Maine this fall.

Jim Stable has put on 58,000 miles this season, combining merchandise selling and Midway club business. He helped Fred Conti get back to Florida to recuperate.

Sam Glickman of Royal American Shows is currently convalescing from surgery in Lenox Hill Hospital, 76th and Park Avenue, New York, and would like to get mail. Glickman left Royal at Regina, Sask., to have an operation on his eyes.

FOR SALE

1 12-car Dodgem ride, 40x60 building extremely well lighted, with 2 trailers built to haul same.

1 SPINAROO

1 Wisconsin Motor for Twister or Merry-Go-Round. Used six weeks.

1 U-6 International Motor for Fly-o-Plane, Moon Rocket or any big ride.

Contact

EDWIN INGALLS

Detroit, Mich., State Fair

Thru Sept. 8

or Box 133, Coldwater, Mich.

DRAGO AMUSEMENTS

No. 1 Show wants for five more Fairs, including Versatile Pumpkin Show and Aurora Fireman's Free Fair, the following: Grab Pitch, Hi-Striker, Advice Booth, Short Range, Frozen Custard or Ice Cream, Hoop-La. Country Store or any other Concessions working for stock only. Wire or call Bremen, Ind., Fairgrounds and as per route or 1711 E. Maryland Ave., Kokomo, Ind. OL 9-4087

TWO CHOICE

COOKHOUSE LOCATIONS

AVAILABLE

Sept. 30-Oct. 5

Write

SOUTHSIDE VA. FAIR

P. O. Box 708 Petersburg, Va.

Williams Amusement Co.

WANTS WANTS

Gift Shows with complete outfit for Ann Cerney, Fair, West Jefferson, North Carolina, for entire week, Sept. 9-14. Write or wire to

TROY E. WILLIAMS

Williams Amusement Co.

Rand, Virginia

THE MIGHTY

GEM CITY SHOWS

Want for Great Montgomery County Fair, Clarksville, Tenn., opening Sept. 4, Soldier's Pay Day (first show in city this year); followed by Maury County Fair, Columbia, Tenn. Leo C. ariello (Pancho) in grandstand two days. Two big Kid Days. With other Outstanding Fairs and all winter's work in Florida.

CONCESSIONS

Want Popcorn, Candy Apples, Custard, Long and Short Range, Pitches of all kinds. Midway open. Want Cookhouse and Grab that cater to Show People. Want to book Bingo for Clarksville and balance of season.

RIDES

Will book Flying Scooter, Dark Ride or any Ride not conflicting. Want complete set of Kiddie Rides.

ALL REPLIES TO

THOMAS D. HICKEY, GEN. MGR.

c/o WESTERN UNION

Clarksville, Tenn.

HELP

Need Ride Help and useful Men in all departments, including Agents for office owned Concessions.

SHOWS

Can place worth-while Shows that do not conflict with what we have.

DON GRECO, BUS. MGR.

YORK HOTEL

Clarksville, Tenn.

SAM GRECO, CON. MGR.

YORK HOTEL

Clarksville, Tenn.

JAMES H. DREW SHOWS

Cleanest

Finest

Most

Dependable

WINDER AGRICULTURAL FAIR, Winder, Ga., Sept. 9 to 14 inclusive; FRANKLIN COUNTY FAIR, Lavonia, Ga., Sept. 16 to 21 inclusive; WALTON COUNTY FAIR, Monroe, Ga., Sept. 23 to 28 inclusive; NEWTON COUNTY FAIR, Covington, Ga., Sept. 30 to Oct. 3 inclusive. With long circuit of bona fide Southern Fairs to follow.

Will place Grind Shows that cater to the whole family. Good opening for Wildlife and Monkey Show. Note: Harry Meany, owner, WANTED—Minstrel Show People, Musicians, Chorus Girls and Talent. Note: Duke Reynolds and Peggy, owners, in preparation still open. All "Doc" Cummins, wire me. What happened? RIDE HELP WANTED—Foreman for Octopus and experienced Ride Helpers and Truck Drivers. CONCESSIONS—Long Range, Arcade, Derby, Pitches, Novelties, Nets, African Dip, Hi-Striker, Feed Lamb, Auction and all Hanky Panks. Merchandising and Outright Sale Concessions. FOR SALE—Little Dipper, Smith & Smith Chairplane, Jolly Caterpiller, Zeil-o-Plane and Auto Ride. All with or without transportation. Would consider trading another show for the 1958 season with the right people. All address this week:

JAMES H. DREW SHOWS

WIRE c/o WESTERN UNION, NEWPORT, TENN.

Morris & Hannum Shows

The Great Eastern Shows

Lycoming County Fair, Hughesville, Pa., Sept. 9-14. Free Grandstand Show always. Special features never before offered

CONCESSIONS

Can place Legitimate Games of all kinds. No exclusive. Want Grab, Popcorn, Franch Fries, Jewelry, Photos, Wheels and Grind Stores.

SHOWS

Any Family-Type Shows. Wild Life or other Animal Show, low percentage; Unborn and Mechanical. Telephone at once.

HELP

Experienced Ride men who drive. Need Callers for Mack's Bingo.

All replies to MORRIS HANNUM

Ebensburg, Pa., Fairgrounds this week. Show office telephone Ebensburg 700.

Monarch

EXPOSITION SHOWS

WYNNE, ARK., FAIR NEXT WEEK, FOLLOWED BY THE BIG NORTHEAST ARKANSAS DISTRICT FAIRS, BLYTHEVILLE, ARK. 7 BIG DAYS.

CONCESSIONS

Can place Hanky Panks of all kinds, Eats and Drinks, Glass, Bird and Lamp Pitches, Photos, Arcade, etc.

SHOWS

Can place first-class Girl Show for Blytheville, also any good Grind Shows and Funhouse.

HELP

Can place one or two capable ride man.

All address: E. L. WINROD, Piggott, Ark., Fair this week; Wynne, Ark., next week.

FOR SALE

Twin CAIC Diesel, 210 KVA, on special-built semi with light towers and separate light plant, on A-1 shape. Also two 12 Ft. Wheel, all fluorescent lighting and in good shape. All can be seen operating in Truman, Minn., Sept. 2-7, or Montgomery, Minn., 27-29.

J. VOMBERG

WANT

For 4 good County Fairs, legitimate stock Concessions. Also one Major Ride. Have Wheel and Swing and plenty of Kiddie Rides. Short moves, big attendance, good prices for all. Our seventh year on this circuit. Always pleasant and profitable. Philadelphia, Miss., week Sept. 9; then De Kalb, Miss.; Lisman, Ala., enormous Kid Day; then Citronelle, Ala., big oil town.

MARIE K. SMUCKLER

P. O. Box 1807 Phone 5981 Meridian, Miss.

when answering ads . . .

Say You Saw It in The Billboard

BLUE GRASS SHOWS

Want for Southeast Missouri District Fair, Cape Girardeau, Mo., week Sept. 8-14; followed by Columbus, Miss., Fair and Dairy Show, week Sept. 16-21, then the Great Huntsville, Ala., Fair, week Sept. 23-28.

CONCESSIONS	Honky Panks, Prize-Every-Time Games of all kinds, African Dip, Derby Racer, 6-Car for stock. Must have Honky Panks to go with same. Also Bear and Lamp Pitches, Penny Arcade, etc.
SHOWS	Motordrome, Animal, Monkey, Wildlife, Unborn or any good Grind or Bally shows with own equipment. Liberal percentage.
RIDES	Round-up or any good non-conflicting major ride. Also Kiddie Boats, Auto, Bulgy, etc.
HELP	Second Men for all major rides. Man to care for elephants. All must be licensed semi drivers.

All replies C. E. GROSCURTH, BLUE GRASS SHOWS, Dyersburg, Tenn., all this week, then Cape Girardeau, Mo.
P.S. Am now booking Shows, Rides and Concessions for the Great Huntsville, Ala., Fair, week Sept. 23-28. Wire now for space.

A FAMILY TRADITION

JOHNNY'S UNITED SHOWS

Playing Morgan County Fair, Decatur, Ala., next week, with Cullman County Fair, Cullman, Ala., following. Then the Barbour County Fair, Carbonville, Ga.; Jackson County Fair, Scottsboro, Ala., and then Calhoun County Fair, Anniston, Ala. Wonl Free Act for week Sept. 30-Oct. 5. Give all particulars in first correspondence.

Can place Glass Pitch due to disappointment. Bear Pitch, Pitch, Coke Bottles, Cork Gallery, Hit-and-Miss, High Striker, Long Range, Short Range, Hoopla, String Game, Ball Games, Balloon Darts and Bumper.

SHOWS WANTED—Grind Shows, Freak, Illusion, Wildlife, Drama, Minstrel and Side Show. Want Operator for office-owned Girl Show. Must furnish Girls, Wardrobe and P.-A. Equipment.

Need useful Ride Help. Second Man for Caterpillar, Rockoplane, Tilt-a-Whirl, Merry-Go-Round and Kiddie Rides. Joe Saladino wants Agents for Cigarette Black Pitch.

All replies to JOHN PORTEMONT, Athens, Ala.

HETH SHOWS

30 CAR RAILROAD SHOW . . . . motorized!!

WANT FOR NEXT WEEK, JACKSON, TENN., FAIR
THEN MARIETTA, GA.; TUSCALOOSA, ALA., AND LAUREL, MISS., FAIRS

RIDES	Will book Spinaway Helicopter or one more Major Ride for Jackson.
SHOWS	Fleshy Side Show. (Must start in Jackson.) Also Mechanical, Unborn, Bigmy Horses or any outstanding Grind Show.
CONCESSIONS	Penny Arcade, all Honky Panks, Frozen Custard for Marietta. Bookkeeper in office for rest of season. Twin Ferris Wheels Foreman. (Must get them up and down the same day.) Ride Help who drive semis and have licenses. If you drink, don't bother us.
HELP	

All mail, wires and phone calls (we have phone in office)

FLOYD HETH, OWNER AL. KUNZ, MGR.

Du Quoin, Ill., State Fair through Monday, Sept. 2, then Dickson, Tenn., Sept. 4-7.

BEAM'S ATTRACTIONS

FAIRS

Front Royal, Va., Sept. 10-14
Caswell Co. Fair, Yanceyville, N. C., Sept. 23-28
Vance Co. Colored Fair, Henderson, N. C., Oct. 14-19
Amelia Co. Fair, Amelia, Va., Oct. 28-Nov. 2

FAIRS

Halifax-Northampton Fair, Roanoke Rapids, N. C., Sept. 16-21
Franklin Co. Fair, Louisburg, N. C., Sept. 30-Oct. 5
Nottaway Co. Fair, Blackstone, Va., Oct. 14-19
Tobacco Festival, Kenbridge, Va., Nov. 4-9

FAIRS

Powhatan Co. Fair, Powhatan, Va., Sept. 18-21
Zebulon Co. Fair, Zebulon, N. C., Oct. 7-12
Tide Water Fair, Suffolk, Va., Oct. 21-26

Now booking Concessions and Shows for the above events.
Want Help to report immediately for Merry-Go-Round and Kiddie Rides. Concessions agents and Cookhouse Help can be placed.
Address all replies to STEVE DECKER—Fairgrounds, Port Royal, Pa.

BAKER UNITED SHOWS

Want for Hamilton County Fair, McLeansboro, Ill., Sept. 9-14, and for balance of season.
CONCESSIONS. Bingo, Popcorn, Candy Apples, Snow Balls, Custard, High Striker, Ball and Vaudeville, Bear Pitch, Balloon Darts, Coke Bottles, Age and Weight, Short and Long Range, Stockings, Basketball, Duck Pond, Ball Games, Gallery and Bumper.
SHOWS. Glass House, Fun House, Illusion, Bingo! All replies to

ERNIE ALLEN, MGR.

Palestine, Ill., through Labor Day; Sept. 2-5, all calls to Baker Insurance Co., Oakland, Ill. Wire all markets care Western Union, Terre Haute, Ind.

RIDE HELP

WANTED
CAN ALSO PLACE CONCESSIONS FOR ALL RIDES

Evans United Shows

Wade City, Mo., this week; then Lexington, Mo.

PNE FUN ZONE EYES NEW MARK

Scrambler, Helicopter Top Rides; Gal Show Leads Sturdy Back End

VANCOUVER — A business boom hit the Pacific National Exhibition midway last week and from the entrance to the back-end, rides, shows and concessions were cashing in on one of the best runs ever. Expo opened Wednesday (21) and runs thru Labor Day.

Veteran showman Jerry Mackey, top concessionaire here, reported that by the middle of last week he was running short of merchandise for his games, most of which is imported from the U. S. The 171 concessions on the PNE grounds are in two groups, 48 food and juice, and 123 games, with the money games having an edge of about 18 per cent over the merchandise stores.

Dave Dauphinee, midway superintendent and veteran of 11 PNE's, said "This year's midway is the most entertaining and successful we have ever operated at Exhibition Park."

Twenty major rides are rolling 18 per cent ahead of '56, with Bob Billingsley's Scrambler in its first time here, leading the parade. In the kiddieland, Denver Burkinshaw's Helicopter, another first heads the money makers. On the back end, Jess Walter's "La Comtessa" girl show is tops, with Pete Carter's Side Show in second place and Jack Burns' Torture unit fired in the 20 per cent increase for shows. The last two were booked in under Royal Canadian Shows as well as a Funhouse and Arcade.

Cetlin-Wilson Tops Sedalia Gross by 16G

SEDALIA, Mo.—The Cetlin & Wilson Shows topped by $16,132 the previous ride and show receipts record at the Missouri State Fair here, final accounting by fair officials disclosed. The nine-day fair closed Sunday (23).

OIL CAPITAL SHOWS
Rein for Rides and Concessions. Want Ferris Wheel and all Rides for Oklahoma's Capital Fair and Celebration until Nov. 23.
JAMES BEACH
3011 So. 29th W. Ave., Tulsa, Oklahoma
Phone WI 66173

THANK YOU
LLOYD D. SERFASS
Owner Penn Premier Shows
for your new ROTATION WAGON purchase
"Save Money With Johnny"
JOHNNY CANOLE
Home Phone ALTOONA WI 3-6003
Numbers WI 6-7997

MOTOR STATE EXPOSITION
Want for following Fairs—all been fair. Water Valley, Miss.; Pontotoc, Miss.; West Point, Miss.; Meridian, Ala.; Lowndes, Miss.; and Gentryville, Tenn. in Mississippi, Alabama and Louisiana.
Want Ride Packs of all kinds. Newton Cook House. Low Rent. Ride Help and concessions on per route. Want 2 more Grind Shows. Fun House, Photos, Long Range, etc.
All replies to JOE FREDERICK, Owner
Fairgrounds, Wooster, Ohio, 6 Sept. 8. Use Wayne Valley, Miss. No PHONE CALLS

DONOVAN BROS.' SHOWS
WANT FOR OUR ROUTE OF FAIRS UNTIL THANKSGIVING
SHOWS—CONCESSIONS—RIDES
Cliff Knox, Judge Kantel, Deana Stash, Bichie or any major Ride Operators, contact Address Smith Center, Kans. Fair, this week. Woodward, Okla. Fair, Sept. 10-14, La Grange, Tex., Fair, Sept. 19-21

AL WILLIAMSON WANTS AGENTS
Want to hear from Agents who have been with me before to play the Clay County Fair, Spencer, Iowa, Sept. 9-14, and other Fairs to follow. Can also place Agents for Honky Panks and Pitches. Al Wilson, Pete Anderson, Ed Irwin, with Bill Rhodes. Address: AL WILLIAMSON, Cary Dyckman Hotel, Minneapolis, Minn. until Sept. 4; then Fairgrounds, Spencer, Iowa.

THREE WEEKS AROUND HARTFORD, CONN.
Starting Sept. 16 thru 21, Wilson; Sept. 23 thru 28, West Hartford; Sept. 30 thru Oct. 5, Bloomfield. First in many years.
Free Acts, giveaways, extensive advertising. Can use shows of merit. All types of Honky Panks and Pitches. Al Wilson, Pete Anderson, Ed Irwin, with Bill Rhodes.
COUNTY AMUSEMENT CO.
314 ASYLUM ST. Phone: Jackson 7-3861 or Jackson 7-0673 HARTFORD, CONN.

WANT COLORED MUSICIANS & PERFORMERS
FOR ROCK 'N ROLL SHOW
Must join immediately
Answers to JOE SCIORTINO
c/o Michigan State Fair, Detroit, Mich.

BOB HAMMOND SHOWS
Want for Guadalupe County Fair, Seguin, Tex., Sept. 4-8, and 14 more Fairs until November 9.
RIDES. Scrambler, Dark Ride, Rockoplane, Round-up and Tilt-a-Whirl are good for this route.
SHOWS. Big Snake, Mechanical, Wildlife, Illusion, Fun House, Bingo and Penny Arcade.
CONCESSIONS. Will book Ride Pitch, Bear Pitch, Ball Game, Bingo, Popcorn and Candy Apples.
HELP. 2 Mechanics capable of keeping all equipment in A-1 condition. Ride Help, Jeff Orbine can place Cook for Office and Ride Help. Wanted: Ride Foreman and Manager with CDL. Want Bingo and Bingo Help.
Address Gallipolis, Ohio, Sept. 2-7.

PAGE BROS., NO. 2
RAINESVILLE, ALA. SEPT. 2-7
Will book Count on Pin Stores. Also Honky Panks of all kinds
Will book Rides that do not conflict.
Contact C. R. LEONARD, as per route

Three Jamborees Set For Showmen's League

DES MOINES—A series of three jamborees that will benefit the Showmen's League of America has been scheduled, Al Sweeney, president, announced here last week.

One will be at Alabama State Fair, Birmingham, tentatively for Thursday night. Another is set for the Gooding midway at Atlanta and a third one on the William T. Collins' Shows at Nebraska State Fair, Lincoln. Proceeds from the latter event will be shared between the League and the Midwest Showmen's Club, of which Collins is president.

Sweeney huddled here at Iowa State Fair last week with Lefty Olsen, immediate past president of the League, Bill Carsky, current second vice-president, and Paul Olson, owner of the show bearing his name and chairman of the SLA car giveaway program.

Gem City Inks Third '58 Fair

LE ROY, Ill.—Gem City Shows, which previously had recontracted two Illinois fairs for 1958, upped this by one before they left Mississippi Valley Fair, Davenport, Ia.

Previously signed for next year were fairs at Decatur and Kankakee, Ill.

The show, which brought in 21 rides and 14 shows for the Davenport event, took in about the same gross as last year altho fair attendance was down. Two kids' days were big for all rides.

Gem City was here last week for a six-day celebration thru Labor Day. Called the Free Fall Festival, the event featured dancing to the orchestras of Sammy Kaye, Hal McIntire, Charlie Spivak and Duke Ellington, plus acts, barbecues and picnics.

PARAKEETS

Superb Quality Same Day Shipment

95c Ea.

Minimum order, 40 Birds. Call or wire for large quantity prices.
Terms: Part Cash, Bal. C.O.D.
AMBASSADOR BIRD CO.
Phone: Everett 22
Everett, Pennsylvania

United Exposition Shows
FAIRS FAIRS
SOUTHERN FAIRS
COTTON BEST IN HISTORY
Want Hanky Panky Agents for efficiency Concessions. Also Clean Game and Skillo Agents. Can place Bingo Cashier and Counter Help immediately. Want Ride Help who drive. (No care no drunks.)
Address: Benton, Ark., this week; then Hamburg, Ark.

GIRLS! GIRLS! GIRLS!
Salary for Memphis and Dallas
$150.00 JOIN US
We need all Kinds and Types . . . Novelties etc. Talkers must be clean. Candy Butchers, Pitchmen . . . Come Along!!! Call or Write AUSTIN DETINGER c/o
MORRIS HANNUM SHOWS
CAMBRIA COUNTY FAIR, EBENSBURG, PA., or Bernie Londis, 804 Walnut St., Phil. 7, Po. Walnut 3-0827

LAWRENCE GREATER SHOWS
Out until December
Want for Woodbury Fair, followed by Itasca, Ala., Fair; Chickasaw Fair; Roanoke Fair and Cherokee County Fair, Cedar, all Alabama, to follow.
Can place Ride Help, Cookhouse Help, Cotton, Ice Cream, Novelties, Joe Pitch, Bear Track, Ball Game, Ball Game Operator, Chimpanzee, Midway Agents. Will Buy Hanky Panky Wheel. Also Wanted Concessions, Midway Agents. Will Buy Tilt Pop (Joe Murray, contact). Outside of any not conflicting with what I have.
Wanted Girl Show with 2 or more. This is an outdoor outfit. Arcade Wildlife and Ride Operators, Ride Foremen, Mechanic with own tools, Ride Porters. Also Wanted Ride Help: Ferris Wheel and Tilt-a-Whirl Foremen, Mechanic with own tools, Ride Porters. Also Wanted Concessions: Bingo Game and Bingo Cashier, Hanky Panky Wheel, Hoop Game, Ball Game, Bottle Game, Duck Game, Bob Fruit Wheel and Pitch Game. Also Wanted Shows: Gene Wheeler, Wants F. C. Dewey, Mel Lo and Jack Ryan, contact. Also Wanted Ride Help: Bumper Ride. All replies to BOB HALLOCK, Murfreesboro, Tenn., this week.
Phone Tiny Brook 53399.

STAR AMUSEMENT COMPANY
Shorty Shaw
WANT FOR THE FOLLOWING FAIRS
Purcell, Okla., Sept. 2-7; Duncan, Okla., Sept. 9-14; Chickasha, Okla., Sept. 16-21; Ottawa, Ark., Sept. 23-28. Other Fairs in Arkansas and Louisiana. Out until Xmas.
WE BOOK 8 RIDE KIDDES FOR THIS ABOVE FAIRS.
WANT Concessions, Lamp Pond, Darts, Spin Game, Bingo and a few Hanky Panky. Will BOOK Ball Game, Ball Game Operator, Chimpanzee, Bear Track, Ride Help: Ferris Wheel Foreman, Mechanic with own tools, Ride Porters. Also Wanted Shows: Gene Wheeler, Wants F. C. Dewey, Mel Lo and Jack Ryan, contact. Also Wanted Ride Help: Bumper Ride. All replies to BOB HALLOCK, Murfreesboro, Tenn., this week.
Phone Tiny Brook 53399.

SHOW HELP WANTED
Ride Foreman, Ride Mechanic, Ride Porters, Concessions, Ride Help, Show Help.
Can place Ride Help and Show Help immediately.
Wire or Write
DICK PALMER
Elks Jamboree, Grand Island, Nebraska
Spring Shell all year round.

SHOW HELP WANTED
Girls for Girl Show, also Talker. Want Geek for Geek Show, Grinder for Baby Show. Salary and percentage. Also want Half and Half.
CURLEY CUTSINGER
Care Buff Hottle Shows #1, Trenton, Tenn.
P.S. W. K. Winningham, contact "Screwball" Bed.

GOLD MEDAL shows
55 RAILROAD CAR SHOW ON TRUCKS
WANT FOR SOUTH HILL, VA., FAIR, SEPT. 9-14
followed by
TARBORO, N. C., FAIR, SEPT. 16-21
CONCESSIONS: Can use all kinds of Hanky Panks. Want A-1 Cookhouse and all types of confections, Ice Cream and Custard.
SHOWS: Can use organized Minstrel Show, with or without front. Can place Girl Show, with own front. Want all kinds of Grind Shows.
RIDES: Can place Round-Up, Scooter, Rock-o-plane, Twister, etc.
HELP: Can place Second Men on all rides.
JOHNNY J. DENTON, Owner DAVID E. FINEMAN, Bus. Mgr.
Wire or phone Madison, N. C., Fair this week.

PRELL'S BROADWAY SHOWS INC.
50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR
WANT FOR SPINDLE COUNTY FAIR, GASTONIA, N. C., SEPT. 9-14; WAYNE COUNTY AGRICULTURAL FAIR, GOLDSBORO, N. C., TO FOLLOW.

	WANT	WANT
CONCESSIONS	Eating and Drinking Stands, Age & Scales, Photo, Derby Racer, Hanky Panks of all kinds.	
RIDES	Scrambler, Scooter, Spitfire. Want 2 more Kiddie Rides.	
SHOWS	Want high-class Girl Show with own equipment. Grind Shows, Mechanical Shows or any good Walk-Thru Shows. Want Fun House and Glass House. Want Show Mechanic for fleet of 3 International Trucks. Jerry Crooks, answer.	
HELP	Rock-O-Plane Foreman—Frank Soldavick, get in touch. Can use Ride Help on all Rides.	

All Answer: PRELL'S BROADWAY SHOWS, Lynchburg, Virginia

VICTORY EXPOSITION SHOWS
WANT FOR THE FOLLOWING FAIRS
Comanche County Fair, Lawton, Okla., Sept. 10-14; South Oklahoma Fair, Ardmore, Sept. 17-21; Texas-Oklahoma Fair, Iowa Park, Texas, Sept. 23-28. Followed by big Air Base Date.

CONCESSIONS	SHOWS	RIDES
Can place Arcade, Jewelry, Photos, Long and Short Range, Six Cats, Hanky Panks of all kinds.	Want Monkey, Side Show, Mechanical, Fat, Girl, Snake, any worth-while Attractions.	Will book Rock-O-Plane, Looper and Round-Up.

ADDRESS: ALVIN VANDIKE, MGR., ALTUS, OKLA., THIS WEEK

DON FRANKLIN SHOWS
WANT FOR EAST TEXAS DISTRICT FAIR, TYLER, TEX., 8 DAYS, STARTING SATURDAY, SEPT. 14 THRU SATURDAY, SEPT. 21

SHOWS	CONCESSIONS
Can place Side Show, complete. Or have 100 ft. Tent, Banner Line and Banners. (Isaac Bennett, contact me.) Place Monkey or Ape Show (H. Norman Smith, wire where I can phone you). Want Big Snake, Mechanical. Want organized Jig Show with own equipment for this spot only.	Can place Hanky Panks, one Age and Scales, one Long Range, one Short Range.
	RIDE HELP
	Can place good Ride Man who drives semis. (No cars.)

ALL REPLIES: DON FRANKLIN, MGR., Hugo, Okla. (Fairgrounds). Sept. 3 thru 7; then Fairgrounds, Tyler, Tex., Sept. 8-21

FOR SALE
Mills Custard, Popcorn, etc. Holder, ready to go, $1,200. 32 ft. Office Trailer, built special, 3 rooms, desk, safe, day bed, lavatory, etc. $1,500. Also Ford truck, Single Lodge, Allis Chalmers, 2-Wheel Trailer & Trailers, (Be sure Show Paintings. Will sell, buy or trade for Buffalo Heads.
D. VAN BILLIARD
Indian Head Park Beach, Oaks, Pa.
Glenside 2-0487.

FOREMEN WANTED
For Merry-Go-Round and Ferris Wheel. Must drive.
FIDLER UNITED SHOWS
Venice 18, until Sept. 4, then Millbrook, Ark.

AGENTS
For Burkart Ride Long, Which Excellent Ride. Also Have 11 Concessions. Will Sell Or Trade.
Also Wanted Ride Help, Also Wanted a Few Hanky Panks and Concessions.
DUTCH WILSON
C/o Byers Bros. Shows.

GIVE TO DAMON RUNYON CANCER FUND

BILL HAMES SHOWS

OFFERS THE FOLLOWING ROUTE OF FAIRS

MARSHALL, TEX., SEPT. 2-7 — ABILENE, TEX., SEPT. 9-14
AMARILLO, TEX., SEPT. 12-21 — LUBBOCK, TEX., SEPT. 23-28
PALESTINE, TEX., SEPT. 30-OCT. 5

AND THE WINTER AND SPRING ROUTE OF FAT STOCK SHOWS INCLUDING: FT. WORTH FAT STOCK SHOW LATTER PART OF JANUARY; SAN ANTONIO STOCK SHOW AND HOUSTON STOCK SHOW, MERCEDES STOCK SHOW AND OTHERS TO FOLLOW.

Want for these outstanding dates

SHOWS: Side Show and any Show that does not conflict with what we have.

RIDE HELP: Can place good, capable Ride Help on all Rides. Contact

BILL HAMES, MANAGER

Marshall, Tex., this week; then as per route.

---

7 FAIRS — **WALLACE BROS. SHOWS** — 7 FAIRS

SOUTHERN ROUTE OF FAIRS

WANT—SPITFIRE, ROCK-O-PLANE, TILT FOREMAN—WANT

DREW COUNTY FAIR MONTICELLO, ARK., SEPT. 11-14	WANT ROUND-UP FOR BALANCE SEASON	UNION COUNTY FAIR ELDORADO, ARK., SEPT. 16-21
MONROE COUNTY FAIR ABERDEEN, MISS. SEPT. 23-28	BOLIVAR COUNTY FAIR CLEVELAND, MISS. SEPT. 30-OCT. 5	MISSISSIPPI STATE NEGRO FAIR JACKSON, MISS. OCT. 7-12
WANT FROZEN CUSTARD	LE FLORE CO. FAIR GREENWOOD, MISS. OCT. 14-19	BYRUM FESTIVAL BYRUM, MISS. OCT. 20-25 — WANT BINGO

WANT — WANT — WANT — WANT

SHOWS — Monkey Show, Gorilla Unknown, Athletic, Mechanical, Motordrome, Minstrel, Crime Car.

HELP — Foremen for Rock-o-Plane, Tilt-a-Whirl, Spitfire, Second Men on all Rides. All winter's work. Chairplane Help, Man for Tewers.

RIDES — Round-Up, Live Ponies, Kid Ferris Wheel, Seats, Rate Whip.

CONCESSIONS — Cattard, Fish Pond, Ball Games, Pronto Pup, French Fries, Basketball, Bumper, 6 Cat, Derby, Buckets, Hats, Photos, Coke Bottle, Bingo, Novelties Darts, Cork Gallery, Pitch-U-Win, Hoop-La, Ringo, all Stock Concessions.

FOR SALE — Spitfire and Little Dipper, with or without transportation, will book on Show and furnish trucks balance of season.

All replies E. E. FARROW, Beaver Dam, Wisc. Sept. 3-8 (Phone Fairgrounds)

THE GREAT FREDERICKSBURG, VIRGINIA AGRICULTURAL FAIR, SEPT. 9-14; FOLLOWED BY NEW BERN, NORTH CAROLINA AGRICULTURAL AND MARINE FAIR, BIG MARINE PAY DAY.

CONCESSIONAIRES—THESE 2 DATES SHOULD TAKE CARE OF YOUR WINTER BANKROLL

CONCESSIONS — Honky Tonks of all descriptions, Glass Pitch, Bear Pitch, Bird Pitch, Short Range and any other legitimate Concessions. Booth Weatherock can use Long Range Bucket Agents for 28 ft. well flashed Stock Store

SHOWS — Monkey Circus, Wildlife, Mechanical Show, Dillinger Car or any other Show not conflicting.

RIDES — Sorry, we have all we can use.

HELP — Can always use sober Help who drive semis.

All phone calls and mail to

Lloyd D. Sarlatz, Owner, or Harry (Buster) Weatherock, Business Manager

PENN PREMIER SHOWS

Staunton, Virginia this week, phone S-9900

GLADES AMUSEMENT CO.

Want for Chesterfield County Fair, Chesterfield Court House, Va., Sept. 11-14 Honky Panks of all kinds that work for stock. Will also book well-framed Shows. Elkton, Va. follows and then 8 more weeks ending in Florida, Armistice Day week.

JERRY SADDLEMIRE

Tri-County Fair, Goochland, Va.

COLEMAN BROS.' SHOWS

Want Shows for Fairs at Greenfield, Mass., and Rochester, New Hampshire, plus three to follow.

Want Fire-In-One, Side Show, Pit Show or any other good Attraction except Girl Shows.

Want Ride Help, semi drivers.

All replies to

DICK COLEMAN—COLEMAN BROS.' SHOWS

Feeds Fair, Feeds, N. Y.

Williams Amusement Co.

WANTS—WANTS

P.C. for Ash County Fair, West Jefferson, N. C., Sept. 11-14. Also Fairs to follow. Want for balance of season Harris Patch Concessions of all kinds. Bear Pitch, Coke Bottle, Dart Game, Bowling Alley All replies to

TROY E. WILLIAMS

WILLIAMS AMUSEMENT CO.

Stone, Virginia

SMILEY'S AMUSEMENTS

Want for Southern route of Fairs, Bowman, S. C., Monck's Corner, S. C., Elloree, S. C., and 5 other Fairs to follow.

Open Midway. Concessions of all kinds.

SHOWS: Family-type Shows, Girl Show, Eating and Drinking Stands. Want Side Show Help who drive semis and trucks. Will book any Rides not conflicting. All replies to

GLASS PITCH BLACKIE, MGR.

Cumberland County Fair, Cumberland, Va., Sept. 4-7

SUNSET AMUSEMENT COMPANY

Want for Lamar, Missouri, Fair and Centennial on the square, 6 full days, starting noon Monday, Sept. 9, with gigantic parade, fireworks, free acts.

CONCESSIONS: Can place Age and Weight, Photo Ice Cream, any pitch but Bear, Wheel Bushel Basket, Fish Pond, Pitch-Till-You-Win, Balloon Darts, Novelties, Coke Pitch, Honky Panks and Ball Games. Will book Big Coke and Burbate with Hankies SHOWS: Want Armada, Monkey, Snake, Animal, Mechanical, Unborn or other Shows with own equipment. HELP: Can use Ride Men with chauffeur's licenses. KITTY KELLY WANTS TO HEAR FROM CARMEN DEL RIO ALSO ACTS FOR RIDE SHOW AND OTHER CAPTIVE, PLEASE REPLY

Contact: K. H. GARMAN, Mgr.

Bethany, Missouri (Fair), until Thursday, Sept. 5; then Lamar, Missouri.

WANT

Photos, Burkets, Ida Cola, Coke Bottle, Pimpsons, Darts, Pitch Games, Rollettes, Clothes Pins, Basketball, Honky Panks of all kinds. Will book Ride Help who drive semis and trucks. Will book any Rides not conflicting. All replies to

GLASS PITCH BLACKIE, MGR.

Cumberland County Fair, Cumberland, Va., Sept. 4-7

TIVOLI EXPOSITION SHOWS

Crawford County Fair, Jonesboro, Ark., Sept. 9-14; then Harrisburg, Mass., Leesville, Louisiana, Ville Platte, Lafayette, all Louisiana Fairs to follow. Join now for positions on Louisiana Fairs.

CONCESSIONS: Can place Honky Panks of all kinds, including Penny Arcade, Long and Short Range Gallery, Bear, Glass and Bird Pitches.

RIDES: Want Dodgem, Merry-Go, Roadpacker or any other Major Ride not conflicting. Also 2 Rides to Show.

SHOWS: Able to disappointment wire to handle wire and G. M. Diesel Light Plant. Can use reliable Men on all Rides. Must drive semis. Also want Concession Agents.

Attitude: Can place a few good Shows except Girl Show. Want Pushmow, Wildlife, Midget, Giant or Snake Show. Can use Ride Help.

H. V. PETTISON, MGR.

Warrensville, Mo., this week. Phone 397; Jonesboro, Ark.; Fair next week.

DERBY CALLER WANTED

CONTACT:

CARL HANSEN

c/o Olson Shows, Louisville, Ky., until Sept. 10.

MAYNARD "RED" OSTROW

WANTS HANKY PANK AGENTS

For Louisville, Ky., and other Southern Fairs. Will be in Fenwick, Mich., Sept. 1 and 2; then Louisville.

GIVE TO DAMON RUNYON CANCER FUND

Anyone knowing the whereabouts of

JAMES R. WEAVER

about 35 years of age, 6 ft. 11 inches tall, bald and has bad teeth, who is mysteriously missing since July 30, 1957, please contact the Tampa Police Dept.

P. O. Box 3096, Tampa, Fla., or Mr. Frank McWilliams, 714 N. 42nd., Tampa Phone 8-1716.

FOR SALE CHIMPANZEE SHOW

Consisting of 20 Animals, complete with all equipment, new Canvas, new Front. Now operating on Royal American Shows. For further information:

FRED SINDELL

3819 Oceanic Avenue Brooklyn, N. Y.

CAN PLACE CONCESSIONS

SEPT. 10-14
LAGRANGE, INDIANA
ANNUAL CORN SCHOOL
Can use legitimate Games and Direct Sales.

SEPT. 16-21
JACKSON, OHIO
Apple Festival—on the Streets
Can place legitimate Games of all kinds.

SEPT. 30-OCT. 5
PORTSMOUTH, OHIO
Civic Club Celebration—Streets
Can use Direct Sales Concessions only.

OCTOBER 9-12
IRONTON, OHIO
Festival of the Hills—Streets
Can place legitimate Games, Confections, Direct Sales.

WRITE AT ONCE

GOODING AMUSEMENT CO., INC.
1300 Norton Ave., Columbus, O.
AXminster 9-1193

Altamont Yields

• Continued from page 72

plete blacktop job on the midway, and Coleman filled it to the capacity point. There were 20 rides set up, more than 80 concessions, plus two gal shows, Freak Animal, Pit Show (Frank Hurt), Lobster Family, Dark Ride (Al Wallace), and $50,000 Bull (Carl Thompson).

$1 Kiddie Strip

Coleman sold kiddie day tickets at three for a quarter in $1 strips, and reported the response to this as big. He reported one woman arriving with a group of children and walking off with $50 worth of the strips.

There were kiddie days on Tuesday and Friday, with the first-named bringing in record attendance for the fair. The midway was overrun with moppets all afternoon. Two kiddie days have been used whenever possible by the Coleman show this year, with two or four bikes awarded at each.

The show will stay out until Columbus Day. Revenue continues good. The fair at Afton, N. Y., played the previous week, produced 15 per cent more income for the midway than last year.

Vivona's 2d Fair

• Continued from page 72

nearly as well. Show income was topped by Leonard Duncan and his Rock and Roll revue, and the Tony Mason shows. The Dick Hilburn-managed Side Show also had a big week, as did other back-end units.

Joe and Aggie Ross had one of their best weeks ever. Mr. and Mrs. Bill Cism did well, as did Marie Vivona with her new grab joint. Ralph and Pauline Ryan needed extra help for their cookhouse and grab to take care of the crowds. Other grab joints were also big winners.

Gooding's O. $$

• Continued from page 72

last year's business because of substantial improvements, new attractions, and improved management.

The Mon-O-Rail Speedway ride, invented by Norman Bartlett and manufactured by Allan Herschell Company, North Tonawanda, N. Y., was introduced for the first time by Gooding at the Ohio State Fair.

Several break-downs marred the ride's first trial run. The device has a capacity for 12 adults or 24 children. Essentially, it is a high-speed train ride, operating on a single rail, which runs partially thru a tunnel made of canvas.

Included among the shows working under the Gooding banner here were Glenn Porter's Monkey Speedway, Emmett and Priscilla, alligator boy - monkey girl; Stephens' Motordrome, Gustine's Midget Horses, Bennett's Little Man, Tio Zacchini's new Funhouse, Harvey Wilson's Glass House, Dancing Waters, and the Gooding-owned Rumpus House.

SCHAFER'S JUST FOR FUN SHOWS

WANT FOR FAIRS WANT

Warren, Ark., Sept. 9-14; Hot Springs, Ark., Sept. 16-21; Ft. Smith, Ark., Sept. 23-28.

SHOWS: G. I., Motordrome, Fat, Life, Ding and Midget Shows.
CONCESSIONS: Will book Glass, Duck and Parakeet Pitches, Knife Rack, Long Range, Short Range, Hoopla, Guess-Your-Weight, Dart Game, Roman Target and Photos. Also Corn Dogs, Ice Cream and Frozen Custard.
RIDES: Will book good Dark Ride.
RIDE HELP. Can use good Ride Help on all Major Rides. Can use working Acts for Side Show. Want Tattooer (Bob Wilcox, answer), Little Johnny (Fire Eater), come on. Bob Drake is here. Can place 2 Girls for Bally.

Contact W. A. SCHAFER, Keokuk, Iowa, this week.

WOLFE AMUSEMENTS
"The Show that gets up on Sunday"

Robersonville, N. C., this week; Wallace, N. C., Centennial Celebration, September 9-14; followed by all Fairs until November 15.

Place exclusive on Custard, Novelties, all Hanky Panks, Straight Sales open. Place Rolldown, Blower, Clothes Pins, Bingo Caller, Six Cats, Buckets. Any Grind Shows that do not conflict. Mr. Doyle and Son, wire me.

BEN WOLFE

KAHOKA, MISSOURI, CENTENNIAL
SEPTEMBER 17-21

Can use Concessions and Side Shows for choice locations; send deposit and contact at once. For Sale—Spitfire, good shape, with Lufkin Trailer; Kiddy Merry-Go-Round, factory built, $750; Bingo Stand, seats 80, individual padded stools, complete $600.

WESTPHAL AMUSEMENT CO.
Box 107, Oglesby, Ill.

Holiday Amusement Co.

Can use First and Second Man on most rides. Concessions—Bingo, Hit & Miss, Add-'Em-Up Darts, Duckpond and those not conflicting.

FIELDING GRAHAM
Washington, Kansas, Sept. 2 to 7; Cole Camp, Missouri, 8 to 13.

The Aristocrat of Show Business
REITHOFFER
In Business Over 50 Years

GREEN UNIT
Want for Great LITITZ, PENNSYLVANIA, STREET FAIR
SEPTEMBER 9-14 (THIS IS NEW DATE)
LEGITIMATE CONCESSIONS OF ALL KINDS.
Replies: William Goodman, Kingston, Pa.
Phone: BU 8-1893

McKENNA RIDES

WANT
FOR FRIENDSHIP-ADAMS CO. FAIR
SEPT. 5-8

Shows of merit, Pitchmen. Concessions — Small Grab, Snow Cone, etc.
Want to buy—Short Arm Octopus, Round-Up, Looper or other major ride.
Call or write per route.

HERMAN McKENNA
Monitowoc, Wis.

Southern States Show

WANTS FOR A LONG SEASON
of Georgia and Florida dates, lasting into November.

Ride Men who drive and have license. Can place Stock Concessions. All answers to

JOHN B. DAVIS
Greenville, Fla., this week; Monticello, Fla., next week.

HILL'S GREATER SHOWS

Want for all Fairs starting Sept. 6, Hutchinson, Minn.; Artesia, New Mexico; Carlsbad, New Mexico; Pecos, Texas, and Roswell, New Mexico, State Fair.
RIDE HELP. Foremen for Dodgem, Tilt-a-Whirl, Rolloplane, Wheels, Jenny, Rock-o-Plane and Men for 6 Kiddie Rides.

CONCESSION HELP. Mike Wold wants Agents for 6-Cats, Buckets, Rolldowns and Rossle. No drunks.

Address: Hutchinson, Minn., until Sept. 10.

JOHNNY T. TINSLEY SHOWS

Can place for AIKEN, S. C., FAIR NOW; followed by Elberton, Ga., Fair next week and 11 more Fairs to follow.

RIDES: Live Ponies or Burrows, Fun House, Coaster, Round-Up, Dark Ride.
SHOWS: ... n-1, Monkey Drome or Speedway, Fat, Midget, Mechanical C... Jeep, Illusion, Wildlife, Unborn, Crime, Girl, Last Supper. Must be well framed and have own equipment.
CONCESSIONS: Long and Short Range, Arcade, Hi-Striker, Custard, Bear and Bird P... Grab, Basketball, Gadgets, Hats, Derby. Midway open.
OPERATOR AND RIDERS WANTED for one of the finest Dromes on the road in the best Drome territory.

All mail, wires and phone calls to
TED WOODWARD, Gen. Agt.-Asst. Mgr.
JOHNNY T. TINSLEY, Owner-Gen. Mgr.
Aiken, S. C., now.

IDEAL RIDES

FIRST AND LAST CALL
For the 2 Biggest remaining dates in Indiana
NASHVILLE (Brown County) Street Fair, Sept. 18 to 21; then INDIANAPOLIS, Fountain Square Fish Fry, Virginia Ave., and Woodlawn Ave., Sept. 26-29
WANT Diggers, Jewelry, Arcade, Hi-Striker, Glass, Bird and Beer Pitches, Long and Short Range and other non-conflicting Hanky Panks. Contact me for these two proven winners.

HUB LUEHRS
Strasburg, Ill., Sept. 3 to 7; Ellettsville, Ind., Sept. 10 to 14.

WANTED

For Wewoka, Okla., Fair, Sept. 9-11, Holdenville, Okla., Fair, Sept. 12-14, and Bristow, Okla., Fair, Sept. 16-20.
CONCESSIONS: Hanky Panks, Alibis, Bingo, Cookhouse or Grab, Photos, High Striker, etc. SHOWS: Any Shows with own equipment. RIDES: Non-conflicting major Rides, Kiddie Rides except Autos and Live Ponies. HELP: Ride Men in all departments. Must drive. Agents for Grind Stores, Skillo, Buckets and 6-Cat.

Phone or wire

F. C. BOGLE, BOGLE SHOWS
Warhem Hotel, Manhattan, Kans., through Friday, Sept. 6, or be on the lot at Wewoka, Okla., Sunday, Sept. 8.

MIGHTY INTERSTATE SHOWS

Want for Robertson Co. Fair, Springfield, Tenn., Sept. 9-14; all Fairs through Nov. 16.
Shows: Penny Arcade, Fun House, Grind Shows of all kinds, Manager with Acts for Side Show. Riders for Motordrome. Want Bingo for balance of season. Concessions: All Concessions open, Hanky Panks of all kinds, Photos, Novelties, Jewelry, Hats, Gadgets, Short and Long Range Galleries, Pitches of all kinds, Age and Weight Diggers. Rides: Scooter or any Flat Rides not conflicting, Kiddie Rides not conflicting, like Pony Ride. Ride Help Foremen and Second Men on all Rides; must drive. Help: Billposter, Painter, Diesel Electrician, Machinist with tools to join on wire.

Reply to
H. B. ROSEN
FAIRGROUNDS, WARTBURG, TENNESSEE

RIDE HELP WANTED

BILL HAMES SHOWS
Marshall, Texas, this week; Abilene, Texas, Sept. 9-14.

THOMAS JOYLAND SHOWS

Want for Martinsville, Va.; Chase City, Va., and Concord, N. C.
Want Girl Show with or without equipment. Must have wardrobe and 8 or more Girls. Can place Concessions of all kinds. Want Ride Help on all Rides. Will place Shows, Wildlife, Animal, Snake, Monkey, Unborn or any Grind Show. Also want Penny Arcade. Address:

L. I. THOMAS, MGR.
Charleston, West Va., this week. Phone: Poplar 8-2692.

HELP WANTED

Experienced Scenery Painter. Please write giving experience, background and qualifications.

COOPER DECORATION CO., INC.
1211 E. Fayette Street, Syracuse 10, N. Y.

RUMBLE GREATER RIDES

Want Stock Concessions, Straight Sales, also Bingo, for Fall Festival, Mount Vernon, Indiana, uptown on the streets, Sept. 9-14. Also for Breckenridge County Fair, Hardinsburg, Kentucky, Sept. 26-27-28. Want Concessions, Shows, Bingo and Straight Sales. All wires:

D. P. RUMBLE
Western Union, Bedford, Indiana, this week.

P.S.: Crandell, get in touch.

GIRLS—$100 WEEK—GIRLS
FOR GIRL SHOW

Want Hula, Fan, Strippers, etc., also Bally Girls, with or without wardrobe. Want Feature. Want Girl Show Talker, $100.00, and P.C. Want Semi Truck Drivers and Ticket Sellers. Want Candy Pitchman.

Wire or call F. W. MILLER
SAGINAW, MICH., FAIRGROUNDS NOW.

HARRY SMILEY

WANTS
SWINGER AGENTS
(TOBEY, CONTACT ME.)
Address: c/o Heth Shows, Dixon, Tenn., this week.

MOUND CITY SHOWS #2

Salem, Mo. (Fair), Sept. 4-7; Cisne, Ill. (On The Streets), Sept. 11-14; Wood River, Ill. (50 Year Jubilee), Sept. 20-22; Hardin, Ill., Sept. 25-28.
... Concessions of all kinds. Also ... Ride Help on all Rides.
CLARENCE SLATEN, MGR.
(Phone: 4-4707.) No collect.
Wood River, Ill., or per route.

SIDESHOW PEOPLE, NOTICE!

Can place Talkers, Ticket Sellers and Bally Girls. Have plenty of Freaks. Contact

SLIM KELLEY or WHITEY SUTTON
Care James E. Strates Shows, New York State Fairgrounds, Syracuse, N. Y., this week.

OXFORD, NORTH CAROLINA FAIR

WANTED: Ball Games, Pitch Till You Win, Age and Scale, F... Photos, Six Cat, Buckets, Swinger, Glass Pitch, Beer Pitch, Hoopla, ... Basketball, Crab, Custard. SHOWS: Side Show, Girl Show, Snake ... Show. HELP: Truck and Tractor Drivers, Agents for office Hanky Panks ... Ride Help. All replies.

GEORGE CLYDE SMITH SHOWS
Warsaw, Virginia, this week; Oxford, North Carolina, Fair, next week.

CRAFTS 20 BIG SHOWS, INC.

Now Booking Concession Space for the following California Fairs

LODI FAIR .... Sept. 12-15 | RIVERBANK Com. Fair, Sept. 18-22
HANFORD FAIR .... Sept. 12-15 | WATSONVILLE FAIR .. Sept. 26-29

THEN THE BIG ONE

Fresno Fair-Oct. 4-13

Last Major FAIR in California. Get your Winter Bank Roll here.

Wire—Write—or Phone

CRAFTS 20 BIG SHOWS, INC.

7283 Bellaire Avenue North Hollywood, Calif.
Phone: POplar 50909 or 50320

READING FAIR

Reading, Pa., Sept. 9 thru 15.

VIRGINIA STATE FAIR

Richmond, Va., Sept. 18 thru 28.

CAN PLACE All legitimate Merchandise Hanky Panks. Can locate Eating and Drinking Stands.

WANT: Helicopter Ride to join immediately for long circuit of big Fairs ending November 23.

CAN PLACE experienced Working Men in all departments. We furnish Union Welfare for all employees.

All Address

CETLIN & WILSON SHOWS

This week Indiana State Fair, Indianapolis, Ind.

ROSS MANNING SHOWS

Rutherfordton, N. C., September 9-14; Lenoir, N. C.; Washington, N. C.; Lumberton, N. C.; Clinton, N. C.; Athens, Ga.; Carthage, N. C.—with the biggest closing date in the East to be announced.

CONCESSIONS Ball Games, Eats, Drinks, Hanky Panks, Novelties, Glass Pitch, Beer Pitch.

RIDES: Scrambler, Roundup, Dark Ride.

Agents Wanted—Buckets, Six Cats; P. C. Dealers—good P. C. spots. Contact GEO. HARMS at Fairgrounds.

SHOWS: Loole can place Working Acts. Can place Minstrel Show with own equipment. Also can place Girls for Girl Show, salary out of office.

Call or wire

ROSS MANNING or TOM CARSON

Fairgrounds, Burlington, N. C., or Fleetwood Motel.

WORLD OF PLEASURE SHOWS

WANT FOR THE GREAT LINCOLN COUNTY FAIR, FAYETTEVILLE, TENN., SEPT. 8-14.

CONCESSIONS: Hanky Panks, Arcade, African Dip, legitimate Concessions of all kinds.

SHOWS. Will book any worth-while Grind Shows that cater to ladies and children.

NOTE—Six new Automobiles to be given away, one each night for six nights.

All Wires to: BUD DAVIS

Jamestown, Tenn., this week.

PAGE'S COMBINED SHOWS

FAIRS FAIRS

Want for Trumansburg, N. Y., Fair, Sept. 9-14 Followed by nine good Southern Fairs.

CONCESSIONS Want Eating and Drinking Stands Stock Concessions of all kinds Also Buckets, Swinger, Cigarette Block, Six Cat, High Striker, Age and Scales and all types of Pitches.

RIDES: Coaster, Octopus, Live Pony or any Ride not conflicting Want [illegible] Foremen to [illegible] wire.

SHOWS: Wildlife, Monkey, Snake or any family type Show. The following people [illegible] Poot Soo Harir on this Show immediately E H Rucker, Buster Price, [illegible]ey The Tap Dancer, Spark Plug Goodman Vick Jackson, Toots Hoy Also [illegible] and Chorus Girls for the fastest stepping Minstrel Show in the business Pay out of office.

All replies to BILL PAGE, Dunkirk, N. Y., Fairgrounds.

P S [illegible] Case Smith, what happened?

COMING EVENTS

Alabama

Chickasaw—Centennial & Indian Powwow, Nov. 18-23 Walter B. Fox, P. O. Box 147

Arkansas

DeWitt—Ark Co Livestock Show, Oct. 8-13 Harold Kendall.
Booneville — South Logan Co. Livestock Show, Sept 3-7 Dleo M Callett.
England—Fall Festival, Oct 14-16.
Gould—Festival, Sept 30-Oct. 6
Hope Third Dist Livestock Show, Sept. 23-28 Bob Daniels.
Little Rock—Ark. Livestock Expo & Rodeo, Sept 30-Oct. 6 Clyde E Byrd
Pine Bluff—S Ark Livestock Show, Sept 6-14 George Hestand.
Stuttgart—Festival, Oct. 7-18.

California

Antioch—Blue Ribbon Horse Show, Oct 3-6 Ray Stone, 8851 Sunnybrook Lane, Fair Oaks.
Los Angeles — Great Western Livestock Show, Nov 30-Dec 4 A M Mathews
Modesto — Walnut Creek Festival, Sept. 18-22
San Francisco — Grand Nat'l Livestock Expo (Cow Palace), Nov. 1-10. Nye Wilson.

Colorado

Arvada—Street Celebration, Sept. 5-7.

Delaware

Wilmington—Delaware Home Show, Sept. 7 16 Paul Waters, 15564 Gulf Blvd, St Petersburg, Fla.

Florida

Cocoa—Cocoa Home Show, Nov 22-26 A Stern, National Press Club, Washington 4
Palm Beach—Home Show of the Palm Beaches, Oct 27-31 A. Stern, National Press Club, Washington 4.

Georgia

Dawson—Peanut Festival Oct 14-19
D[illegible] — Centennial, Oct. 27-31. S E Griffin Jr.

Illinois

Chicago—East Chicago Homecoming (Black Stadium), Sept 10-19 M. J. Morris 7302 Ridgeland Ave
Chicago—Int'l Livestock Expo & Horse Show (Amphitheater), Nov 29-Dec 7
Chicago—Leisure Time Expo (Navy Pier), Oct 8-1[illegible]
Cicero—Centennial, June 17-Sept 26
Forreston — Sauerkraut Day, Sept. 18 Emerson F. Smith.
Mu[illegible]boro—Apple Festival Sept 10-14
Peoria—Greater Peoria Home Show (Armory), Sept 16-22
Savanna—Celebration, Sept. 4-8.

Indiana

Franklin—Fall Street Festival Sept 24-28 Tom L Baker, 2236 Ransdell St Indianapolis
Hartford City—Fall Street Festival, Sept 10-14 Tom L Baker, 2236 Ransdell St, Indianapolis.
Indianapolis — K awanis Street Festival Sept 16-19, Tom L. Baker, 2236 Ransdell St
La[illegible]ange—Corn School Celebration, Sept 10-14
Ligonier—Celebration, Sept. 5-7.

Iowa

Waterloo — Nat'l Dairy Cattle Congress Sept 30-Oct. 6

Kansas

Galena—Celebration Sept 6-7
McCune—Lions Club Fall Festival, Sept 26-28 T. R Landes.
Thayer — Thayer Homecoming Picnic & Fair, Sept 4 6 R M M[illegible]k
Wellsville — Franklin Wellsville Picnic, Sept 5-8. J. H Cramer.

Louisiana

Baton Rouge—La Livestock Show & Horse Show, Nov. 7-16 W M. Babin
Crowley—International Rice Festival, Oct 1[illegible]-19 A L Stoessell
Greensburg—St Helena Parish Forest Festival Oct 26 Ralph E Hamberlin
Kentwood—Tri-Parish Food Feed & Dairy Show Sept 18-22 C S Temple
[illegible]e—West La Forestry Festival, Oct 1-6 Jacob A. Anderson
Louisville—Winston Co. Livestock Show, Sept 2-5 C[illegible] de E Ming.
Marksville—La Livestock & Pasture Festival, Oct. 3-5 Kermit Dpcote
Natchitoches—La. S[illegible]r Festival Assn., Sept. 26-28 L J Pleasant
Opelousas—La Yambilee, Inc, Oct. 4-6 Billy M Smith
Starkville—Oktibbeha Co Livestock Show Sept 30-Oct 5 D. P Parker
Tylertown Walthall Co Livestock Show Oct. 21-26 Ansel E[illegible]s
Ville Platte—La Cotton Festival, Sept 20-22 Dallas Devilla
Winnfield—La Forest Festival, Oct. 5-6 L. L. Brewton Sr

Maryland

Baltimore—National Home Week Expo Sept 24-29 Patrick J. O'Toole, 1015 St Paul
Fair Hill—Cecil Co Breeders' Fair, Sept 7-14 William Shelton
Princess Anne—Princess Anne Livestock Show, Oct. 4-5 Howard H. Anderson
Timonium—Eastern Nat'l Livestock Show, Nov. 18-23. Joseph M. Vial.

Michigan

Port Huron—Thumb Dist. Plowing Match, Oct. 5 Simo Pynnonen.

Mississippi

Calhoun City—Calhoun Co. Livestock Show, Sept 25-27. C S Doke Jr.
Lucedale—George Co. Livestock Show, Oct 4-5. S J Hilbrun.
McComb—McComb State Dairy Show, Sept. 6-14. Dr D W Williams
Newton—Newton State Dairy Show, Sept. 16-21 Paul W McMullen
Picayune—Pearl River Co. Livestock Show, Oct 5-6 J M Sinclair.
Pontotoc—Pontotoc Co Livestock Show Sept. 17-21 Ernest Weatherly.

Missouri

Concordia—Concordia Fall Festival, Sept. 26-28. Dr P G. Geemano
Kansas City—American Royal Livestock Show & Horse Show, Oct. 18-26. C. M. Woodard
Mar[illegible]e—Nodaway Co Baby Beef & Pig Club Show, Sept 18 Kenneth Walkup
Mo[illegible]ett — Lawrence-Barry Dairy Show, Sept. 5-7. Helen Sagar.
Queen City—Schuyler Co. 4-H Corn & Stock Show, Sept 10-14 Rex Sloop
Republic—Ozarks FFA Fat Beef Show, Sept 18 Vernal G Mount
Springfield—Celebration, Sept. 8 14. 322 N Jefferson St
St J[illegible] S[illegible]n Co Livestock Show, Sept 14 Webb Embery
St Joseph—In[illegible]ta Home Economics Show, Sept 1[illegible]-16 Webb Embery.
St Joseph—Interstate Baby Beef & Pig Club Show, Sept. 17-18 M M. Gel[illegible]
St Louis—Firemen's Rodeo (Arena) Nov 8-10
Wardell — Cotton Carnival, Sept 28-29 B[illegible] E Crabtree, Rotary Club.

Nebraska

Clarkson—Fall Festival Sept 6-10
Concord—Hay Days Sept 1[illegible]-20
Gothenburg—Pony Express Days, Sept 23-28.
Milford—Barbecue Sept 16 17
Omaha—Ak-Sar-Ben Livestock Show & Rodeo, Sept 20-26 J J Isaacson

Nevada

Carson City—Admission Day Celebration, Oct. 31.

New Mexico

Artesia—Eddy Co 4-H & FFA Livestock Show & Sale, Oct 24-26. Richard A Merek
Las Vegas—San Miguel Co Jr Livestock Show, Sept 17-18 James Ledger.

North Carolina

Williamston—Homecoming, Sept 5-7.

Ohio

Ironton—Festival of the Hills, Oct 6-12.
Jackson—Apple Festival, Sept 18-21.
Kalida—Pioneer Day Celebration, Sept 4-7 Hubert H Dickmen Box 187.
Peebles—World Conservation Expo & Plowing Contests, Sept 17-20 Earl DeVore.
Portsmouth—Civic Club Celebration, Sept 30-Oct 5
Somerset—Sesquicentennial, Sept. 23-26 P. J Dittoe

Oregon

North Portland—Pacific Int'l Livestock Expo, Oct. 18-26 Walter A Holt.
Portland — Portland Hi-Fidelity Music Show (New Heathman Hotel), Sept. 12-15. Jack Matlack.

Pennsylvania

Harrisburg—Pa. Jr Dairy Show (Farm Show Bldg.), Sept 10 Rex Carter.
Harrisburg—Pa Livestock Expo (Farm Show Bldg.), Nov 1[illegible]-15
Kingston—Centennial, Sept 8-'2
McCl[illegible] Be[illegible] Soap Celebration, Sept 11-14. R H Subb

South Carolina

Clover—Armistice Celebration, Nov. 4-11

South Dakota

Canova—Commercial Club Pancake Day, Oct 6
Mi[illegible]el—Blue & White Day, Oct. 6
M[illegible]—4-H Show & Sale, Sept 10-11
Mitchell—S D Market Hog Show, Sept 26
New[illegible]—Western S. D. Stud Ram Show & Sale, Sept 20-21
Sioux Falls—National Cornhusking Contest Oct 10-11.
Yankton—Pioneer Day Oct 5.

Tennessee

Athens—McQuinn Co Jr Dairy Show Sept 4 5 M W Lowry
Cleveland—Bradley Co Jr Dairy Show, Sept 5 W. M Hale
Murfreesboro—Rutherford Co Jersey Cattle Show, Sept 7 Felix E Knight
Somerville—Fayette Co Livestock Show, Oct 15 C W Stroup
Union City—Obion Co Jr Livestock Fair Sept 15 J C Weatherford.
Yorkville Yorkville Jersey Cattle Show, Aug 26. Lloyd Kuykendall.

Texas

Alice—Coastal Bend Livestock Show Oct 24-26 Rose M Martin
Corpus Christi—Sept. Tex Home & Outdoor Show Sept 25-28 Wm H Brown, 329 Waverly
Corsicana—Corsicana Livestock Show & Rodeo, Sept 24-28 R W Knight
Kaufman—Kaufman Co. Livestock Show, Sept 6-7 Wm D Perry
Pasadena—Pasadena Livestock Show & Rodeo, Oct 21-26. J D Rogers
Tyler—Texas Rose Festival, Oct. 17-20 Frank Brenaugh

Utah

Brigham City—Peach Days Sept 6-7 Ross Bowen
Cedar City — Southern Utah Livestock Show, Sept 6-7
Nephi—Utah State Suffolk Sheep Show & Sale, Sept 6-7
Ogden—Golden Spike Nat'l Livestock Show, Nov. 15-20.

Virginia

Culpepper—Tri-County Farm Show Sept 4-7. Herb Houser, Box 104.

Washington

Vancouver—Vancouver Mum Show, Oct 26-27.

West Virginia

Kingwood—Preston Co Buckwheat Festival Sept. 26-28. Allen J. Anderson.

Wisconsin

Reedsburg — Dairy Festival, Sept 10-14 Karl Skinner
Kewaunee W[illegible] Historical Team Rodeo, Sept. 7-8. Drwl C Bu[illegible]meister.

Wyoming

Casper—Rocky Mount Oil Show, Sept 16-21.
Riverton—Square Dance Festival Sept. 31

CANADA

Ontario

Toronto—Royal Winter Fair, Nov. 15-23 O. S McKee

Saskatchewan

Saskatoon—Dairy Cattle Show & Sale, Oct 10.
Saskatoon—Swine Show and Sale, Oct. 11 B N MacEachern

Special on

PARAKEETS

Birds of top quality.
Minimum order, 40 Birds.

CAGES 50c EACH

Shipped Only—F.O.B. Los Angeles.
—Call or Wire—

24-HOUR SERVICE

Durkee's Bird Farm

3967 E. Gallatin Rd., Pico, California
Phone: OXford 9-5210

PUMPKIN SHOW

BRADFORD, OHIO
October 8 to 12, 1957

Concessions wanted. State license required. New management.

BRADFORD COMMUNITY FESTIVAL ASSOCIATION, INC.

FOR SALE

One #12 Eli Wheel, 1953 model, completely galvanized, new seats and covers, purchased in May. Ride like new, in operation now at Paragon Park, Mass. Price $6,500.00 F O B, Paragon Park, Mass.
One Shooting Gallery (Mangels), 31 ft wide, 12 ft. high, complete with walls, ceiling, counter, Duck Pond—this Gallery only two years old—it's dismantled now at Coney Island. Price $3,500.00 F O B Coney Island.
All information call or write:

FUNLAND RIDES, INC.

2706 W. 16th St Brooklyn 24, N. Y.
Call Esplanade 2-7226—Day
Hollis 5-5900—Night

WANT TO BOOK

Live Pony Ring of five with Show going South. Now at Detroit State Fair. Wire

JOHNSON'S PONY RING

c/o W. G. Wade Shows, State Fair, Detroit, Mich.

P.S.: State terms.

HARRY MODELE WANTS

Wheel and Cigarette Agents for York and Allentown

Reply care Yorktowne Hotel, York, Pa.

MERCHANDISE AUCTION JAM MAN

Would like to team with man who can furnish truck and stock for Southern and late Fairs.

BOX D-16

c/o The Billboard, Cincinnati 22, Ohio

SHOW ELECTRICIAN WANTED

Immediate employment Southern California. Send details first letter.

BOX A-195

The Billboard, 1520 N. Gower St., Hollywood 28, Calif.

★★★ THE FIRST BIG ONE IN THE SOUTH ★★★

NEWPORT NEWS, VIRGINIA, WEEK SEPT. 16

Can place Girl Shows, Side Shows; all Concessions open; Fun House, Scrambler, Round-Up, for all our fairs.

Bedford, Va., week Sept. 9; Bedford County Fair, next week.

Want to join immediately—Men who can handle Ferris Wheel. Top salary, year-round work. Good opening for good Custard Operator; good proposition. Kingstree, S. C. Burgaw, N C.; Manning, S. C all Fairs, to follow.

ALL ANSWER

DAVID B. ENDY SHOWS

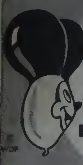
FUN FAIR PARK, ALEXANDRIA, VIRGINIA

CAN PLACE

Caterpillar Foreman immediately. Salary no object.
Join in Lehighton, Pa., Sept. 2-7.

JOHN VIVONA—AMUSEMENTS OF AMERICA

NOW with NOSE



the NEW OAK MICKEY MOUSE NOSE BALLOON

. . is a

BIGGER SELLER THAN EVER!

A GOOD JOINT:

- PRE-SOLD THRU TV
- OFFICIAL CLUB-BALLOON

NOW WITH RED EARS AND NOSE

NO. 14 HMS—Stretched for bigger value at the handout

HIT THE STREET FOR BIG DOUGH WITH THIS HOT OAK EXCLUSIVE SEE YOUR JOBBER TODAY!

The OAK RUBBER Co.
RAVENNA, OHIO

MERCHANDISE TOPICS

You can point the way to safety with the new and unusual signs that glow in the dark. M-M-A Safety Glo-Signs are not to be confused with the ordinary reflective glowing signs that need a soorce of light to be visible. Because of the special phosphorescent pigment used, a short exposure to light, daylight or artificial, makes them glow visibly for hoors. Glowing automatically, any area that is plunged into sudden darkness causes them to become brightly visible. There is no element of mechanical failure and nothing to turn on. The signs are made of heavy, durable, weatherproof, pressure-sensitized paper, the back nf which readily adheres to metal, wood, etc. A variety nf commonly used signs, with characters io fire red on an off-white background, are offered. Special sizes are available. Signs are non-toxic an dhave a non-critical flashpoint. Jobber, dealer and representative inquiries are invited. Write to M-M-A, Inc., Lancaster, Pa.

The parachute shooter has been delighting children for years. Excellent for demonstration, the Acme Parachute consists nf a tube and a parachute which supports a small toy aviator. When the tube is blown the parachute flies into the air and the aviator toy gently floats to the groond, supported by the parachute. Acme Toys, 2333 Ahbey Avenue, Cleveland 13, has been making the item for 29 years and claims it is one of the most fascinating and fast-moving toys ever offered to the trade. It is simple and fool-proof in operation and may be used indoors as well as outside. Superior for fairs and carnivals, the 1-A Parachute is packed in red and green foil tubes, while the 1-AP Parachute model is packed in red and green plastic tubes. Write for complete details.

M-G Novelty Company, 17 S. Walker Street, Oklahoma City, has as its latest special its Wire Bird Cages, which it offers for 37½ cents each. This is their No. 290, which is 6½ inches by 5½ inches by 5½ inches. It comes in assorted colors in case lots of 200, f.o.b. Hooston. No less are sold. Case lots f.n.b., Oklahoma City, are 40 cents each, packed knocked down in assorted colors. Two other specials which also are moving well are their small fur Jomping Dogs, 30 dozen to the case at $50 per case, and their large fur Jumping Dogs with voice, one gross to the case at $42. Twenty-five per cent deposit with all c.o.d. orders.

Engravers around the country are beginning to depend more and more on **Oriental Trading Company**, 1115 Farnam Street, Omaha, fnr their requirements. The company specializes in 20 and 24-inch necklaces, disc, heart and clover shapes, as well as 14-inch children's necklaces. In addition, they have children's aluminum idents, ladies' aluminom idents, doobleheart idents, men's aluminom idents, chrome photo idents with expansion bands, glod-plated photo idents with expansion bands. The prices are tailored to the trade's needs and allow markup for the operator. Send for their new 1957 catalog.

Galentine Novelty Company, 519 East Jefferson Boolevard, South Bend 17, Ind., reports business good. This firm offers a line of nationally advertised brands and is open from 8 a.m. until 8 p.m. Anyone with a radius of 100 miles can save by driving there. Galentine is also a well-known sopplier of jar games.

Original Fit-Rite Hanger Company, Wyoming, Pa., urges that you get on the bandwagon and sell its new item hot off the press. The Lobster Claw is an all-plastic dress hanger designed for off-the-shoulder clothing. Depressing one end nf the hanger opens the lobster claw, which firmly grips clothing. The item is made of high-impact polystyrene, which the firm says is unbreakable. It retails for $1.98 for three hangers, giving the operator a strong markup.

Midway Novelty Supply, Cary, N. C., has announced a move to new quarters. The new location is half way between Raleigh and Cary on U. S. Highway No. 1. The firm invites customers to come and see what it calls the most complete line of carnival merchandise and supplies in the Mid-South area. Look for the building with the red front.

PIPES FOR PITCHMEN

By BILL BAKER

BACK TO NORMAL . . . after the Angost 7 marriage of their daughter, Velda Mae, to Joseph M. Deddo, adopted son of the Jerry Saddlemires, of Glades Amusements, the Noells, Robert and Mae, former med show folks who now have their Noell's Ark Gorilla Show on the Glades midway, recently bought a new trailer after living 11 years in a Spartan model. "I've been 'moving' for several days," says Mae, "and I woold never have believed there was so moch stuff stowed away in the old van. Business has been pretty good. Our present roster includes my husband, myself and Doc Etling. Our daughter, currently on the No. 2 omit, will be back with us soon."

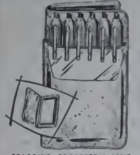
NOTING THE PLEA . . . in last week's colomn that pitchmen send in a few pipes, Fred J MacFadden, a recent visitor at the Cincinnati Billboard office, ventured the opinion that biz is so bad that his brother tradesmen don't have the price of the 3-cent stamp required in mailing a pipe. Of course, brother Mac was joshing us a bit, even tho he did report business bad at fairs this year, and to carry on the gag a bit we suggest that a 2-cent postcard be tried by those laddies who are minus the price of a 3-cent stamp. Seriously, tho, MacFadden, who plans to work Indiana State Fair, Indianapolis, August 28-September 6, said he has never seen business at the annuals so "loosy" and that he would like to read reports on conditions from other pitchmen who are working fairs.

Five Years Ago In Pitchdom

Shofflin' Sam's med show was rolling along to better than average business despite the fact that its skipper, Billy Beam, was in a Moskogee, Okla., hospital for an extended period. In his absence the show was being handled by Chief Thundercloud and Ethel Beam on its toor thru Tennessee and Northern Georgia. Harry Day was handling concessions on the show.

The Zarlington Players, med show, was doing good business in Texas, according to Landrus, the magician. . . . Bob Smith was completing plans to work the bean crop territory in Southern Florida in October with a pic show as the lore.

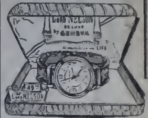
HARRIS SPECIALS



SEASON'S GREATEST VALUE

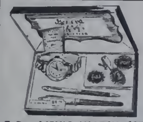
Most Sensational Pen Deal In Years. SIX PEN POCKET SECRETARY SET—Including:
(1) Six Retractable Ball Point Pens, Gold Polish Metal Tops, Assorted Colors Red, Green and Blue Inks.
(2) Leather Grain Vinyl Pocket Secretary handsomely styled and durable with built-in pocket for credentials.
(3) Standard Memo Pad, handy & replaceable. This set is popular with every man both in business and socially.
All Pens Fully Guaranteed.

Specially Priced $7.00 per doz. Sets
$81.00 per gross
Sample Set, $1.00 Postpaid



Lord Nelson waterproof, shock proof anti magnetic Man's Wrist Watch with split second hand, stainless steel back and combination leather and metal Expansion Band. Advertised in Life Magazine. Boxed with $49.75 price tag.
$6.50 each — $62.00 per doz sets
Sample Set, $7.50

LADIES' 5-PIECE GENOVA WATCH SET
Watch & Expansion Band to match. Also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged leaf-like box which can be used as candy dish.
$6.00 complete set
$69.00 per doz. sets
Sample Set, $7.00

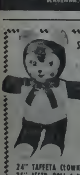


7-Pc. MEN'S WATCH SET
Includes Cuff Links—Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller. Choice of Key Chain or Metal Gold Tone & Pencil Set
2 Year Service Guarantee
$5.50 per set
Sample Set, $6.50

7-PIECE MEN'S WATCH SET
Including EVERSHARP PEN & PENCIL SET—Fully Guaranteed
$6.50 per set complete
Sample Set, $7.00

LADIES' 7 JEWEL WATCHES
Fancy Shapes—With Cord Bands—Boxed—Fully Guaranteed
$8.00 each
Sample Watch, $9.00 Postpaid

25% deposit required—money order or cash
We Ship Same Day We Receive Order. We Ship All Over the World
HARRIS NOVELTY COMPANY
1102 ARCH ST. THIS IS OUR ONLY STORE PHILADELPHIA 7, PA.
Phone: Market 7-9848—WA 2-6970 Send for Latest Catalog



STUFFED TOYS!
48 Pcs.
Sample Asst. 1 dozen each of 4 following items . . .
$22.10

24" TAFFETA CLOWN DOLL	$6.50 dz.
25" ASSTD. DOLL & MOUSE	$9.00 dz.
13" PEASANT DOLL, colorful	$6.00 dz.
3" Chenille Dogs, moving eyes	$7.20 gr.
28" TAFFETA BEAR, bagged	$15 dz.
27" RAYON PLUSH BEAR	$19.50 dz.
36" TAFFETA CLOWN, bagged	$12 dz.

F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. FREE: NEW colorful catalog of 400 plush and carn. items.

ACE TOY MFG. COMPANY
526 Broadway, N. Y. C.
WA 5-3234

DIRECT FROM Costume Jewelry Manufacturer

	Per Doz.
Miracle Prayer Crosses, boxed	$4.35
Men's 3-Rhinestone Rings, boxed	2.70
Ladies' Rhinestone Adj. Rings, boxed	3.00
Ladies' Bridal Ring Set, individually boxed	0.00
Tailored & Rhinestone Earrings	1.50
DeLuxe Hollywood Styled Earrings	3.00
Scatter Pins, boxed	3.00
Bracelets, tailored	3.00
Necklace, Earring Sets, boxed	4.50
Pin Earring Sets, boxed	0.00
Necklace, Bracelet & Earring Sets, boxed Each	1.00
5-Piece Sets—gold plated, beautifully boxed Each	1.75

SEND FOR FREE CATALOG
80 Illustrated Pages.
25% Deposit on C.O.D.'s.
PACKARD JEWELRY CO.
40 W. 35th St., Dept. B, N. Y. 10, N. Y.

DAGGER
THRU HEAD
Biggest selling novelty ever made.
$16.50 Gr. Samples $1.00
UNGER SUPPLY CO.
405 So. Wells St. Chicago 7, Ill.

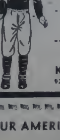
GIVE TO DAMON RUNYON CANCER FUND

PITCH NEW TOWELS

Regular $1.00 Pkg. **25c** In 100 lots or more.

10 Free Workers with each 100.
Overnight service anywhere.

PALMER CO.
10307 East Warren WA 3-9131 Detroit, Michigan



THE FOOTBALL DOLL IS HERE!
IN ALL COLOR COMBINATIONS
WRITE • 25% Dep. • Bal. C.O.D

NOW TAKING ORDERS FOR: Pennants • Buttons

WRITE FOR FREE 1958 CATALOG!
KIM & CIOFFI
926 FILBERT ST.
Market 7-2283
Market 7-1225
PHILADELPHIA 7, PA

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt caps, balance in regular 5 pt upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.
Also include 25c per insertion additional to cover cost of handling replies.

RATE: 20c a word—Minimum $4.
CASH WITH COPY

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.
1-point rule border permitted on ads of 2 inches or more.

RATE: $1 per agate line—$14 per inch. Minimum $10.
CASH WITH COPY
(unless credit has been established)

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

AT LAST SHOW BIZ ANNOUNCES A special offer Three comedy goofiles "Comedy Index," "Comedy Digest" and "Ten Parodies" A thirteen dollar value This time only. $7 50 Show Biz Comedy Service (Dept BB-31), 1813 East 29th Street, Brooklyn 29, N Y.

SONGWRITERS! LEAD SHEETS, DEMONstration Records, Song Preparation and Marketing Kits. Reasonable prices, quality work Granada Music Co., Box 8640, Metro Station, Los Angeles 55, Calif se8

WESTERN ARTISTS WANTED TO CUT tunes for recording company on royalty basis Must be willing to pay on pressings of first 300 records Box 192 Avery, Tex

25,000 PROFESSIONAL GAGS, ROUTINES, ad libs., doubles' 1,000 gags' For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. oc14

AGENTS & DISTRIBUTORS

AMERICAN FLAGS—BEAUTIFUL LARGE outdoor U S Flags, finest quality, Navy surplus, wool, new, 9x17 feet, $100 value, $14 50 postpaid. R&L Surplus, Box 120, Ogden, Utah se8

ATTENTION, HOSIERY, LOW PRICES FOR jobbers, pitchmen and salesmen, complete line Ladies' and Men's, Children's Hosiery, Nylons $1 dozen up, sample order one dozen slightly imperfect Nylons packed beautiful robe bags, $3, prompt shipments and satisfaction guaranteed or money refunded. S. P Pollard Mfg Co (3-1741), 1258 Market St., Chattanooga, Tenn se23

AUTOMATIC LIGHTERS DOZEN $8 75 Dollar ballpens dozen $1 30 Rainhats gross $7 20. Samples, catalog 1,001 bargains $1 00 Millionles, 809 Broadway, New York. ch-de9

EARRINGS — ASSORTED STONED AND tailored, $6 per gross plus postage c o d. Gross lots only. New England Jewelry, Dept. B, 134 Empire St., Providence, R I se8

COSTUME JEWELRY FOR SALESMEN, Agents, Distributors, etc Direct from factory. Pickcraft, 68 Pack St., Attleboro, Massachusetts se8

DECALCOMANIA TRANSFERS NOW OFfered in small quantities, quick delivery, an attractive name plate on your product is the best advertisement. Side line salesman wanted, also make money with our line of automobile Initials and Sign Letters. Free samples. "Raco," XL, Boston 18, Massachusetts ch-np

DISTRIBUTORS, BROKERS, MAIL ORDER Dealers, Salesmen, get our guaranteed profit wholesale letterhead deal and make extra sales too. E P M. Advertising, Box 748, Dayton 1, O se8

DOLLAR EARRINGS, BRACELETS, ASsorted, cloisonné, tailored and R S, $8 90 dozen 20% with orders, balance C O.D. Cordiel, 18 W 27th St., N Y. C

EARRINGS-HANDMADE—SHELLS, FEATHers, Baskets, Sombreros, Guitars, Miniature Carvings as Dogs, Horses, Birds, etc $30.00 gross pairs Samples 4 doz $12 00 10 dozen Special Closeout Lot Handmade Earrings $20.00 Lastufka Products, Box 10240, Tampa, Florida

EASIEST $65 YOU'LL EVER MAKE! SHOW amazing new "Magicolor" Christmas Cards 65 boxes pay $65 Personalized Cards, 40 for $1 50 Assortments on approval, Free Sample Album Sensational $1 25 Gift free for promptness Southern, 478 N Hollywood, Dept. 48-F, Memphis 12, Tenn se30

FAMOUS MFR. CLOSEOUTS
SPECIAL PURCHASE!

Earrings, assorted	$6 50 gross
Tie Bars, carded	8 40 gross
Charm Bracelets, Asst.	7 20 gross
Stoned Pins	7.20 gross

20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.
1830 Westminster St. Providence, R. I.

FANTASTIC PROFIT MAKER, NEW GERman Gems $2 carat, get sample immediately; Agent's paradise' MexTex, 731N El Paso, El Paso, Tex

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches	$1 75 dz.
Stoned & Tailored Earrings	1 75 dz.
Pierced Earrings on Display	1 25 dz.
Charm Bracelets, asst	1 50 dz.
Eng Lord's Prayer Neck, boxed	3 00 dz.
Children's Jewelry, boxed, asst	2 85 dz.
Asst. Tie Slides, carded	1 00 dz.
8 Pc Stoned Sets	7 20 dz.
Tie & Cufflink Set asst	3 50 dz.
4 Pc Rhinestone Sets, boxed	18 00 dz.
Summer Earrings, asst	12 00 gr.
Pearl Necklaces (domestic)	1 45 dz.
Neck & Earrings, asst., boxed	8 00 dz.
Cufflinks, carded, asst	1 94 dz.
Necklace, asst	1 50 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions 20% deposit with order, balance C O.D.
SAMUEL SILVERMAN & CO., INC
1830 Westminster St. Providence, R. I.

FORTUNE FROM FOREIGN IMPORTS — Import direct large, small amounts: Dolls, China, Silver, Curios, Jewelry, Clocks, Souvenirs Details 3c stamp Geon Colson, 1333 Alma, Warner Robins, Ga se8

JEWELERS-PAWNBROKERS!!

Fantastic new German Scientific Synthetic Gems' Rapidly replacing titania, zircons, etc White, brilliant, hard' Get sample immediately Agents are getting rich with this. 1-18 carat sizes $2 per carat.
MEX-TEX
731BY North El Paso El Paso, Tex.

MEN'S WALLETS—PLASTIC ALLIGATOR Sensational price, $14 40 per gross plus postage C O D. Gross lots only. New England Jewelry, 134 Empire St., Providence, Rhode Island se8

RUN SPARE-TIME GREETING CARD AND Gift Shop at home. Show friends samples of our new 1957 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn 100% profit No experience necessary Costs nothing to try. Write today for samples on approval, Regal Greetings, Dept 8, Ferndale, Mich. ch-se14

ROYAL JELLY CAPSULES — FABULOUS Queen Bee Royal Jelly in hi-potency capsules Dietary food supplement. Retails from $9 to $18 vial. Costs you $5 40 vial Volume cost for qualified distributors, $4 25 vial 30-day supply. Scientific Technical reprints available Airmail orders "Api-Vitales," Dept. TBR, Box 6674, Medical Center Station, Dallas 19, Texas se14

SEPTEMBER SPECIAL — LETTERHEADS, Envelopes and Business Cards, 200 each, neatly printed, only $6. 400 each, $10 for the lot. Quality Products and Imp., Franklin St., Seymour, Conn

YOUR OWN BUSINESS — SUITS, $1 50, Overcoats, 65c, Mackinaws, 25c. Shoes, 12½c. Ladies' Coats, 30c; Dresses, 15c. Enormous profits, catalog free Nathan Portnoy Associates, 605-AP West 13th Place, Chicago. ch-np

ANIMALS, BIRDS, PETS

NINE NORTH AMERICAN ALLIGATORS—Two 30 inches, rest over 2 ft. Three over 3 ft. Fat and good feeders. $100 for the nine Giant Wild Cat, $65. Tame Dingo, $35 Pet Agoutis, $40 Adult Coyote, $25. Many others Rill Allen, Fredericktown, Mo

PARAKEETS, 80c UP; MINIMUM ORDER 20 Birds, Cages, $4 80 doz; Canaries, Flesh Cages, Rats, Mice Immediate shipment. Terms part cash, balance c.o.d National Pet Supply, St. Louis 3, Mo se3

TWO FEMALE POLAR BEARS, 4 MONTHS, $860 each, pair mature Tundra Wolves, $250 pair, female Himalayan Bear, breeder, 8 yrs., $225, male Silver-tip Grizzley, 3 yrs., $325 Bill Greene's Rare Bird and Animal Farm, Fairlee, Vt se8

WILL LEASE OUT FOR WINTER MONTHS Complete Seal Aquarium or sell 8 sea lions, one Elephant Seal, Leopard Seals, 8 Pelicans, 8 Penguins and one Otter, all tame Contact Sea Lion Village at Wisconsin Dells, Wis., before September 8.

BUSINESS OPPORTUNITIES

LAND—10 ACRES, ABOUT 900 FT. ROAD frontage, modern house, $8,000 Need cash, must sell. For details write Gr r Bailey, Tompkinsville, Ky. se8

EARN UP TO $400 WEEKLY OPERATING Concessions at State and County Fairs, Picnics and Celebrations Spare or full time New Showman's Manual reveals how! A gold mine of trade secrets Illustrated Pocket size Postpaid $1. Globe Concession Co., Macon 8, Ga

POKEROLL, 28 MACHINES, ROCKAWAY Boardwalk Good lease. Near subway Profitable operation Illness forces sale 66 10 Boardwalk or call Greeite 4-8012.

CONCESSION SUPPLIES FOOD AND DRINK

ABOUT ALL MAKES OF POPPERS, CARAmel Corn equipment, Pizza Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S Halsted, Chicago, Ill. se30

COSTUMES, UNIFORMS, WARDROBES

SEQUINED PANEL SETS, $7.50. SOLID Sequin Gowns $45, Pasties, 75c, Net Bras, Pants, Hose Free lists Leroy Carpenter, 4618 Park Ave., Weehawken, N J. Phone UNion 3-9509

FOR SALE SECONDHAND GOODS

PHONOGRAPH RECORD RECORDER Presto K8 Cuts all disc records Perfect condition Cost $450, sacrifice, $145 Jordan, 188 Auh Ave., Atlanta, Ga. se9

FOR SALE—SECONDHAND SHOW PROPERTY

ARCHERY EQUIPMENT $2 FIFTEEN Bows, weight 20 to 60, seven bows under. About two gross Arrows, new and used Arm Bands, Tabs, Strings Apply Beach Arcade, 1328 Boardwalk, Ocean City, N. J

BOOTH EQUIPMENT—TWO SIMPLEX SP Projectors, heavy Pedestals, strong Arc Lamps, 4-Tube Rectifiers, Amplifier, Table, Splicer, Rewinds, Film, Cabinet, Reels, Port Shutters, Exhaust Blower all excellent, only $1 000 Also Hertner 7½ hp 3-ph 70-140 Generator, perfect, $450 Write, White Beauty Dr-In, Greentown, Pa se2

BUILD GROUP ATTRACTIONS FROM tested plans Fun Houses, $10; Miniature Golf, $25 Portable Golf, $7; Pit Show (Spiders) $8 Panel Front Shows, $7, Mouse Circus, $5, Bingo, $5 Free catalog Brill, Box 878, Peoria, Ill

COVERED WAGON, FACTORY MADE, AND new set of Harness for Shetland team, $300; Ottaway Steam Train, $2,800, or trade for another Ride Playland Park, San Angelo, Tex. Ph 89975

DIRECT POSITIVE CAMERA OUTFIT, very good camera, with extra lens never used Also five Animals in fair condition Will consider trade for small Rides Box C-224, c o The Billboard, Cincinnati 22, O np

FOR SALE — SMITH CHAIRPLANE, 22', like new; Fence, Ticket Box, dlgs, $2,000 Uhlein, 136 Hamilton Ave., Stamford, Conn se3

FOR SALE—10-CAR ALLAN HERSCHELL Kiddie Auto Ride One location since new Good condition Telephone Jackson 1-8504, or write Neal Fish, 814 West 60th Terrace, Kansas City, Mo

PHOTO BOOTH, BEAUTIFUL, SPECIAL built, carry on car, three size Pictures, extra shutters, plenty of stock, new enchee top, $300 DeVaul Nedrow, N Y. Howard 94349

RETRACTABLE WHEEL CONCESSION Trailer, 7x9, new, $1,000 Send for photo. Must be seen to be appreciated L. G. Kellogg, Stillwater, N. Y

TRAINS ALL SIZES, GAUGES, TYPES; new, used, custom built Photographs, details, $1 bill (refundable) Miniature Trains, 388 Winthrop, Rehoboth, Mass se8

TENT STAKES, "FORD AXLES" 1,500 stock, $1 each F O B. Dallas. G R Willard, 1321 2nd Ave., Dallas, Tex se8

30 PASSENGER STEEL HULL PADDLE Wheel steamer, operated by marine engine. Ideal for Park, can be seen operating, doing fine job but too small Box C-225, c o The Billboard, Cincinnati 22, O se

30X40 TOP, USED 12 DAYS. GREEN RED trimmed khaki sidewalls, poles, a beautiful top, $395 Harvey Boswell, Wilson, N. C

20-FT HI STRIKER, GOOD CONDITION Complete outfit with maul, will ship 1/3 deposit. Ed Roach, 225 Spillman, Bolla, Mo

INSTRUCTIONS BOOKS & CARTOONS

ENGLISH BY RABBI GUARANTEED, DIFferent, successful, novel Three dollar page illustrated pocket size booklets with quizzes, answers Sold 34 States, 25c each, $ hundred John Lane, Clemson, S C

LEARN SIGN PAINTING AND ADD TO income Earn while learning Travel for profit Straley Lettering, 410 So. Western, Springfield, O.

To Order Your Market Place Ad
USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

☐ Acts, Songs, Parodies	☐ Instructions, Books, Cartoons
☐ Agents and Distributors	☐ Magical Apparatus
☐ Animals, Birds, Pets	☐ Miscellaneous
☐ Business Opportunities	☐ Musical Instruments, Accessories
☐ Costumes, Uniforms, Wardrobes	☐ Partners Wanted
☐ Food and Drink Concession Supplies	☐ Personals
☐ Formulas	☐ Photo Supplies and Developing
☐ For Sale—Secondhand Goods	☐ Printing
☐ For Sale—Secondhand Show Property	☐ Salesmen Wanted
☐ Help Wanted	☐ Scenery, Banners
	☐ Tattooing Supplies
	☐ Wanted to Buy

3 Indicate below the type of ad you wish:
☐ REGULAR-CLASSIFIED AD—20c a word. Minimum $4.
☐ DISPLAY-CLASSIFIED AD—$1 per agate line. One inch $14. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio
Please insert the above ad in .... issue
I enclose remittance of $........
Name ....
Address ....
City.. .... State........

4-PC. PEARL SET Included FREE
Boxed necklace, bracelet and earrings FREE with any order of $75.00 or more from WEINMAN'S — Limited time only.

MEN'S WOMEN'S New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES
Guaranteed LIKE NEW!

Choice Lot 6 FOR $49
All famous makes — complete with expansion bands Reconditioned and guaranteed like new! (Sample $9.95)

10 FOR
Assortment, Men's Elgin, Waltham Complete with Expansion Bands. $69.50 (Sample $8.95)

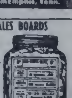
SPECIAL LOT—Men's Elgin, Waltham Watches $6.45 Each
Reconditioned and Guaranteed. Expansion Bands Included

8-Day Money-Back Guarantee

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

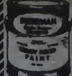
You Always GET A BETTER DEAL AT WEINMAN'S
182 S. Main St., Memphis, Tenn.

THE BEST SALES BOARDS and JAR GAMES
Write for information and prices



GALENTINE COMPANY
Dept. R
818 E. Jefferson Blvd.
South Bend 17, Ind.

GIVE TO DAMON RUNYON CANCER FUND



Sherman MASTER PAINTERS PRODUCTS
FORMULA WITH TITANIUM. Inside, outside, ready mixed paint in all white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only $135 per gallon.
RICHARD'S CHROME FINISH. Ready mixed all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized metals, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure every ounce guaranteed. Packed 8 gallon cans to carton $1 50 per gallon.
SHERMAN MASTER PAINTERS PRODUCTS Rubberized concrete, porch and floor enamel, Battleship gray only. Not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only. $2 40 per gallon.
3-PIECE PAINT BRUSH SET. Pure bristles, vulcanized in rubber. Self display window front box, consists of 1", 2" and 3½" sizes. A brush for every painting purpose. Individually boxed. Packed 12 boxed sets to master carton $1 00 per set.
25% dep., money order or bank check. Bal. C.O.D. F.O.B. Chicago.
COOK BROS. 816-S Halsted St., Chicago, Ill.

JOBBERS—PITCHMEN
NEW FOR '57

TWO TONE, FULLY AUTOMATIC top action retractable ball pen, no clip mechanism. With silver Tipped refill. ATTRACTIVELY PACKAGED.
$15.84 per gross 12 gross lots —SAMPLE GROSS $16.50—
3-PIECE POCKET SETS 3 different color ball pens with ink to match, handy comb and plastic pocket saver.
$49.50 per gross 12 gross lots —SAMPLE GROSS $51 00—
STANDARD GOLD CAP RETRACTABLES
$13.50 per gross 10 gross lots —SAMPLE GROSS $15 00—
Individually packaged
SILVER TIP REFILLS, $6.48 GR
Buy the box in bulk & Save $35.00 M
MODERN PEN MFG. CO., INC.
384 Broadway New York 13, N. Y.

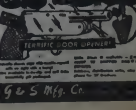
JEWELRY CLOSEOUTS
R1—Tailored Earrings, Asst	Gr.	$10.00
E2—Stone Earrings, Asst.	Gr.	11.00
E3—Pierced Hoop Earrings	Gr.	6.50
E4—Stone 2' Rings, Etc., Asst.	Gr.	12.00
T1—Tailored Tie Sets, Red	Dz.	6.00
T2—Asst. Tie Sets, Red	Dz.	5.75
O1—Odd Lot Necks & Braces	Gr.	15.00
B1—Bracelets, Asst	Gr.	30.00
W1—Men's 6-Piece Watch Set		5.50
W3—Ladies' 8-Piece Watch Set		5.50
W8—Men's Stone Dial Watch		5.50
P12—Men's 10-Piece Watch Set		7.50
P15—Men's 10-Piece Watch Set		7.50
B3—Gents' Stone Rings, Asst	Dz.	3.75
R164—Religious Medallions, Red	Dz.	8.20
460—Stone Necks & Ears, Bxd	Dz.	7.50
470—Stone Necks & Ears, Bxd	Dz.	3.00
2386—8-Piece Pearl Set, Bxd	Dz.	8.00

Try samples of any items at reg. prices. 25% dep., bal. C.O.D. Free catalog
NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

WORLD'S SMALLEST LITER
SMALLER THAN A POSTAGE STAMP
All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

$2.75 Doz. $30.00 Gr.
Plus shipping charges. Min. 1 dozen. Key Chains available $1.50 per gr. extra. Federal Excise Tax. Free catalog.
STERLING JEWELERS
1970 East Main St. Columbus, Ohio
Ideal for Engravers State Your Business.

LITTLE ATOM
WORLD'S SMALLEST PISTOL



G & S Mfg. Co.

West Germany Vender Mart

• Continued from page 83

operators are having trouble financing equipment, and few are able to set up full-line feeding installations in large plants. The banks, he added, are not convinced that vending paper is sound. So the factories are virtually the only firms with enough capital to buy equipment on a large scale.

According to Cortell, little equipment is imported from the United States. Most machines, he explained, are either of German design and manufacture or they are made in Germany under American licenses.

Cup Manufacture

Germany is even beginning to make its own paper cups for drink machines, Cortell said. But, he continued, these cups can not yet compete with those of American manufacture in either cost of quality

Vended coffee goes over well in Germany, he said. However, Germans do not buy instant coffee at home, and hence they are reluctant to buy it in vending machines. Self-brew coffee, tho, is extremely popular.

Cortell said that France is virtually dead as a market for American vending machine manufacturers, and that it shows little sign of returning to life in the near future. The difficulty is France's acute dollar shortage.

However, France is making some of its own hot and cold drink machines. Cortell said these machines are being made in limited quantities, but they compare unfavorably with American venders. He sees the possibility of French machines being made under American licenses.

Vending interest in Holland is high, with industrial locations beginning to open, he said. Most of the equipment going into Holland is of German manufacture.

The situation in Switzerland is similar to Holland—mostly outdoor vending, high interest and German equipment.

Swiss Office

Ameropa has just opened an office for the United Kingdom in London, and a Swiss office in Zurich. John Toole is in charge of the former, while W. M. Betzer is in charge of the latter.

Cortell said that the possibilities of importing American equipment into the United Kingdom are slim, but that he expects to see vending machines made under U. S. licenses by the end of the year. Ameropa is also working on licensing agreements in Germany. These, too, are expected to be completed by the end of the year.

Among the bright spots noted by Cortell in his trip were the 90 machines, mostly drinks, in the Peugot auto factory in France, and the 30 drink machines in the Olivetti factory in Ivrea, Italy.

Cortell said that 15 European vending executives he spoke with on the trip told him they would be in Philadelphia next month for the annual convention of the National Automatic Merchandising Association.

400 NAMA Goal

• Continued from page 83

ers. Also, some 60 State chairmen and co-chairmen have been named.

Cites Progress

Emphasizing the importance of new members to the future of NAMA, McConnell said, "The rapid progress of our industry has resulted in a demand for additional services by NAMA, which can only be met by the wholehearted co-operation of everyone in vending."

Vice-chairmen named to aid in the drive were: Dan Carr, Continental Vending Machine Corporation, Westbury, N. Y.; David D. Dayton, Tennessee Service Company, Knoxville; Richard Estey, Automatic Cigarette Service, Portland; J. C. Guthrie, Miller Automatic Sales, Louisville; John Hopson, Rowe Manufacturing Company, New York; Bernard J Kiley Jr., Airport Vending Service, Chicago; Gibbs MacDaniel, City Wide Vending Machine Company, San Antonio; Michael N. Mallis, City Vending Company, Sparrows Point, Md.

Paul Selzer, Vendo Company, Kansas City; William Snell, H. P. Hood & Sons, Boston; Albert H. Weymouth, Weymouth Distributing Company, Los Angeles; M. D. Worth, Russell Vending Service, Santa Cruz, Calif.

Fla. Cig Tax Reported

TALLAHASSEE, Fla. — June cigarette tax revenue is reported as $1,839,043. The amount will be split between the State and the State's incorporated municipalities.

EPPY • EPPY • EPPY • EPPY
"EYE-CATCHING"—SAM EPPY
BINOCULARS
Gold Vacuum Plated with Peep Notes
$12.50 per 1000
In 5M lots
SAMUEL EPPY & CO., INC.
91-15 144th Place, Jamaica, N. Y.

VENDING MACHINES — Parts, Supplies, Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hersheys, 320 or 630 ct., Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. KING & CO., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

WE'RE GETTING FAN MAIL FROM OPERATORS ON OUR WEDDING RINGS!

HIS HERS
We receive letters every day from operators boasting about the results they are getting by using 'His and Her' Wedding Rings in their machines. Ask your operator friends about the job they are doing with this fast-selling item and convince yourself that you should ORDER TODAY!
ASST'G SIZES (Asst'd Plated, Silver and Hamilton Gold) $8.75 per M
Labels available at your distributor or:
paul a. price co. inc.
55 Leonard St., N. Y. 13, N.Y. WOrth 4-5147-8

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	$15.00
N.W. DeLuxe 1¢ & 5¢ Comb.	15.00
N.W. 630 1¢ Porc.	7.95
N.W. 633 1¢ Porc. B.C.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.95
ABT Guns	30.00
Acorn, 1¢ or 5¢	8.50

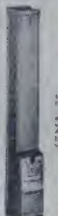
MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	$ .69
Pistachio Nuts, Large Tulip	.66
Pistachio Nuts, Vendor's Mix	.57
Pistachio Nuts, Sheik	.45
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.43
Spanish	.33
Mixed Nuts	.51
Tabby-Lets, 120 ct.	.36
Bombow Peanuts	.33
Boston Baked Beans	.33
Jelly Beans	.30
Licorice Gems	.30
Leaflets, 650 ct.	.40
M & M 550 ct.	.50
Hershey-ets	.43
Bein Big Gum, 60 ct.	$ .30
Bain Big Ball Gum, 140 ct., 170 ct., 510 ct.	.30
Bein Big Ball Gum, 100 ct.	.32
300 lb. minimum, prepaid on all Bein Big Ball Gum	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.00
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices. Write

There Are Big Profits in GUM
Get Your Share With Northwestern
TAB

You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.
NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 34th St., New York 18, N. Y.
LOngacre 4-6467

ADVANCE SANITARY VENDOR
The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor ... with the many exclusive features which have made the Advance name a symbol for the best in vending.
Accommodates flat packages up to 1/8" by 2" by 3 1/4" ... has separate cash box ... Advance coin detector with automatic coin return when machine is empty ... protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.
For Details and Prices Write, Wire, Phone Today.
J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
PResident 3-2900

FINEST RECONDITIONED VENDORS
ALMOST GONE! GET 'EM WHILE THEY LAST
"JACKS"

50 M Case	$100.00111
2-Col. Card Machine, 3 for 5c	$19.50
3-Col. Shipman Stamp Machine	22.50
2-Col. Stamp Machine	12.50
Jet Capsule Machine	9.95
Jet Ball Gum/Charm	9.95
Asstd. Counter Games (Write for List)	19.50
Columbus Tri-More Machine	15.00
Premiere Card Machines	15.00
Silver King, 1c or 5c	8.50
Acorn, 5c	10.00
N. W. Model 49, 1c or 5c	12.50
Master, 1c and 5c	8.50
3-Col. Hot Nut	22.50
Victor Model V	8.50
DuGrenier, 6-Col., 1c Tab	14.50
Mills 6-Col., 1c Tab	17.50
Factory Reconditioned "Popcorn Sax" Machines	125.00

Send for 1957 Catalog-Mdse. List! All Machines Completely Checked and Ready for Location. Order With Complete Confidence. 1/3 Dep., Bal. C.O.D.
Rake Coin Machine Exchange
609-A Spring Garden St.,
Philadelphia 23, Pa. LOmbard 3-2676

Northwestern® VENDERS

are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the NORTHWESTERN 5c PACKAGE GUM VENDER
For full information on our complete line of profit-making venders write to—
SUCCESSFUL VENDING REQUIRES:
The availability of quality merchandise which most people buy at frequent intervals, inexpensive trouble-free machines which can be economically and quickly serviced and a fair margin of profit.
THE NORTHWESTERN CORP.
2791 ARMSTRONG ST. MORRIS, ILL.

Ball and VENDING GUMS
AT BIG SAVINGS
LOW Factory Prices
BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 510 ct.	37¢ lb.
Chicle Ball Gum 130 ct.	35¢ lb
Clor-o-Vend Ball Gum	40¢ lb
Clor-o-Vend Chicks, 320 ct.	40¢ lb
Chicle Chicks, 320 & 520 ct.	36¢ lb
Bubble Chicks, 320 & 520 ct.	37¢ lb
Tab (short stick) 100 ct.	38¢ box
5-Stick Gum, 100 packs	$1.90

F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt Pleasant • Newark 4, N. J.

CIGARETTE MACHINE KING CONVERSIONS
7 Kings, or regulars, 2 Regulars only.
Send your rack, delivery bar and $12:50.
T. O. THOMAS CO.
1572 JEFFERSON
PADUCAH, KENTUCKY

CIGARETTE AND CANDY MACHINES
Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER, 8 COLUMN CANDY, 160 capacity, prewar model	$118.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model	80.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model	165.00
ROWE 8 COLUMN CANDY, 120 capacity	60.00
NATIONAL CANDY, 9-column	75.00
ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb.	97.50
DuGRENIER ELECTRIC CIGARETTE, 10 or 11 column	87.50
UNEEDA 8-COLUMN "E" CIGARETTE, King Size	45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.
NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
TRiangle 5-1857

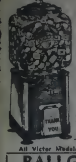
EPPY • EPPY • EPPY • EPPY
"GROCERY CHARMS MADE EPPY & CO"—SAM EPPY
GROCERY CHARMS
80 varieties, beautiful labels
$8.25 per 1000
in 5M lots
SAMUEL EPPY & CO., INC.
91-15 144th Place, Jamaica 35, N. Y.

5 KEENEY VENDERS
bring 5-Way Profits!
• Coffee • Soup
• Coffee and Chocolate
• Snacks
• The New Keeney "22" Deluxe Electric Cigarette Vender
Write for Full Details, Prices and Easy Payment Terms
J. H. KEENEY & CO., INC.
2600 W. 50TH ST., CHICAGO 32, ILL.

PUZZLEROOS
Real Ball-Rolling
PUZZLE-GAMES
$15.00 per thousand assorted
at your distributor or . . .
Karl Guggenheim
33 UNION SQUARE
N.Y.C. 3, N.Y. • AL 5-8393

WE HAVE OAK'S "PREMIERE"
STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, Calif.

EPPY • EPPY • EPPY • EPPY
WESTERN MIX
Gun & Holsters, Saddles, Six Shooters, Bullets & Badges
$9.00 per 1000
in 5M lots
SAMUEL EPPY & CO., INC.
91-15 144th Place, Jamaica 35, N. Y.

VICTOR STANDARD
TOPPER
1¢
BALL GUM
VENDOR
$13.25 each
$12.75 each
100 or more

All Victor Models Available.
BALLGUM
140-170-210 size, 30c lb. — freight prepaid. 200 lbs. or over, pack 25 lbs. carton.
New York's Exclusive Victor Distributor
PIONEER
VENDING SERVICE
Syd Rubenstein
590 Albany Ave. Brooklyn 3, N. Y.
PResident 4-5359

VICTOR
Standard
TOPPER
1c
BALL GUM
VENDOR
$13.25
Each
$12.75 Each
100 or more
30 day money-back guarantee if not satisfied

⅓ deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.
SPECIAL
TRADE-IN OFFER. As High as $6.00 Per Machine on
VICTOR TOPPERS
Send Us Your List.
VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

All the news of your industry every week in The Billboard . . .

State Cigarette Taxes for June, 1957

State and rate per packages		Gross amount of taxes*	Packages taxed during June 1957 (add 000)	1954 (add 000)	Per cent change from 1954	Packages taxed January thru June 1957 (add 000)	1956 (add 000)	Per cent change from 1956
Alabama	(4)	$854,[illegible]	1 362	20,858	+ 2.4	129,866	[illegible]8,885	— 9.2
Arizona	(2)	197,967	9,898	8,228	+ 20.3	60,619	54,[illegible]71	— 11.5
Arkansas	(6)	744,600	12,560	10,850	+ 15.7	65,240	60,770	[illegible]
Connecticut	(4)	82[illegible],301	27,377	28,148	— 2.7	156,770	155,805	0.6
Delaware	(3)	130,070	4,336	6,182	29.9	27,215	27,367	— 0.6
District of Columbia	(2)	179,286	8,964	7,397	+ 21.2	53,699	52,928	+ 1.5
Florida	(5)	91[illegible](b)	38,[illegible]	34,303	+ 11.6	268,2[illegible]7	238,850	12.3
Georgia	(5)	1,414,261(c)	[illegible],285	26,406	+ 7.1	163,072	156,430	4.2
Idaho	(4)	211,086	5,[illegible]7	4,782	+ 10.4	28,095	26,904	4.4
Illinois	(3)	3,084,296	402,810	103,918	— 1.0	584,123	565,914	3.2
Indiana	(3)	1,357,905	45,264	41,821	+ 8.2	254,305	246,559	[illegible]
Iowa	(3)	627,680	20,923	21,639	— 3.3	125,516	121,855	3.0
Kansas	(4)	734,570	18,364	19,330	— 5.0	100,011	98,527	1.5
Kentucky	(3)	896,187	29,8[illegible]	24,944	+ 19.8	153,155	141,726	+ 8.1
Louisiana	(8)	2,000,212	[illegible],003	22,335	+ 12.0	146,213	131,692	11.0
Maine	(5)	527,455	10,549	10,062	+ 4.8	57,610	55,453	+ 3.9
Massachusetts	(5)	2,658,240	53,165	51,566	+ 3.1	293,919	284,025	+ 3.5
Michigan	(3)	2,427,438	80,915	78,650	+ 2.9	444,698	432,080	2.9
Minnesota	(4)	1,185,677	29,641	28,128	+ 5.4	156,873	151,261	+ [illegible].7
Mississippi	(5)	692,101	13,842	12,502	+ 10.7	77,575	73,216	6.0
Missouri	(2)	879,420	44,024	40,973	+ 7.4	241,142	247,481	2.6
Montana	(4)	360,913	7,203	7,160	+ 0.6	35,608	36,806	— 3.3
Nebraska	(3)	352,998	11,767	12,368	— 4.9	65,273	67,521	— 3.3
Nevada	(3)	114,918	3,831	3,579	+ 7.0	20,605	20,183	+ 2.1
New Hampshire	(3)(d)	269,887	9,173	8,777	+ 4.5	45,480	43,647	+ 4.2
New Jersey	(5)	3,082,[illegible]2	61,644	59,122	+ 4.3	340,766	338,038	[illegible]2
New Mexico	(5)	330,142(b)	6,636	6,474	+ 2.5	35,623	35,905	— 0.8
New York	(3)	5,610,225	187,008	183,526	+ 1.9	1,054,705	1,025,940	+ 2.8
North Dakota	(6)	281,184	4,686	5,060	— 7.4	25,381	24,762	2.5
Ohio	(3)	2,917,444	97,248	93,441	+ 4.1	550,850	528,400	4.2
Oklahoma	(5)	924,106	18,482	18,251	+ 1.3	108,401	105,318	2.9
Pennsylvania	(5)	5,329,624	106,592	97,805	+ 9.0	581,445	555,370	4.7
Rhode Island	(3)	3[illegible]1,418	[illegible],381	10,453	— 0.7	58,183	[illegible]	4.4
South Carolina	(3)	478,350	15,945	15,966	— 0.1	93,481	91,095	2.6
South Dakota	(3½)	175,614	5,404	5,870	— 7.9	28,944	29,508	— 1.9
Tennessee	(5)	1,184,600	23,692	23,428	+ 1.1	146,335	138,274	5.8
Texas	(5)	3,953,896	79,078	77,759	+ 1.7	464,080	447,893	3.6
Utah	(4)	200,880	5,022	4,216	+ 19.1	26,142	24,738	5.7
Vermont	(4)	[illegible]	[illegible],352	4,344	+ 23.2	21,575	[illegible]	5.8
Washington	(5)(d)	1,244,641	24,885	21,701	+ 14.7	139,399	[illegible]2,797	+ 8.0
West Virginia	(5)	618,530	[illegible],371	13,604	— 9.1	90,600	88,939	1.9
Wisconsin	(4)	1,469,260	36,731	32,294	+ 13.7	191,110	180,433	5.9
Wyoming	(2)	85,[illegible]73(b)	4,264	3,452	+ 23.5	20,105	18,634	7.9
TOTAL		$53,098,830	1,368,100	1,311,658	+ 4.3	7,734,034	7,446,293	+ 3.9

Number of States showing increase in volume from: June 1956. ...... 32 .... January thru June 1956 37
Number of States showing decrease in volume from: June 1956. .... 11 .... January thru June 1956 6

Total taxing States including District of Columbia 43 43

Note. Above data compiled from reports received from State tobacco tax administrators.
* *Represents the face value of the cigarette stamps and meter impressions sold within the month and, in the case of Massachusetts and Michigan, the gross amount of taxes assessed under their respective reporting systems. Exceptions are Louisiana, Maine, Montana, South Carolina and Utah, in which States the dollar figures shown relate to net collections from cigarette taxes adjusted to a gross value basis; the package figures for these States are derived from the gross value figures thus obtained.*
† *A part of the State imposed cigarette tax here shown is returned directly to the political subdivisions of the State. This figure includes both the State and local shares of the gross value of stamps sold within the month.*
‡ *A rate per package somewhat higher than the rate here shown is imposed on certain premium priced cigarettes.*

Walnuts, Filberts

Total production of walnuts for California and Oregon is forecast by Agriculture at 75,400 tons, 5 per cent above last year and 3 per cent above average. Filbert production in Oregon and Washington is forecast at 10,800 tons, more than three times as large as 1956 and 34 per cent above average.

EPPY • EPPY • EPPY • EPPY
"ALWAYS A GIMMICK"—SAM EPPY
FLESH FINGERTIPS
with Red Fingernails
$3.00 per 1000
in 5M lots
SAMUEL EPPY & CO., INC.
91-15 144th Place, Jamaica 35, N. Y.

$25
DOWN
Balance $10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED. FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by
WATLING
Manufacturing Company
4650 W Fulton St. Chicago 44, Ill.
Est 1889—Telephone, Columbus 1-2772
Cable Address: WATLINGITE, Chicago

1957 Cig Sales Have 3.9 Edge Over '56 Mark

CHICAGO — Americans continued the upward trend in cigarette sales by consuming 7,734,034,000 packages of cigarettes thru June, 1957, a 3.9 per cent increase over the same period in 1956 according to figures of the Tobacco Tax Council (see chart this issue).

There are 43 States and the District of Columbia that have a cigarette tax. The total for June alone of packages taxed was 1,368,100,000, a 4.3 increase over June of 1956.

Of these 43 States taxing cigarettes 37 showed an increase in volume of over 10 per cent for the six-month period.

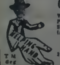
Only six States were down from the 1956 mark, and none showed drops of more than 1 per cent.

J. SCHOENBACH
Distributor For
Oak Manufacturing Co., Inc.
1645 BEDFORD AVE. BROOKLYN 25, N. Y.
PResident 2-2900
PHONE or WRITE FOR PRICES

VICTOR
STANDARD
TOPPER
1¢
BALL GUM
VENDOR
$13.25
each
$12.75 Each
100 or more

30 day money-back guarantee if not satisfied on any Victor Vending Product.
PLAY BALL
Have a million dollars' worth of Fun and a Ball of Gum for every Penny.
$19.75
each
Holds 13 lbs. of 210 Ball Gum.

Write for free 32-page Coin Machine Catalogue.
One-third deposit on all orders, balance C.O.D.
PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.


CHARMS—Miniature Cigarette Lighter—It Works!
Will vend with 210 ball gum. Body designs: Chrome; Plaid & Mesh. Packed one dozen to a box. $2.50 per doz.; $27.50 per gross. Full cash with order. We pay postage. Immediate delivery guaranteed.
EVCO MERCHANDISERS
297 Cortland Ave. San Francisco, Calif.
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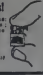
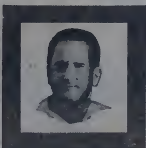
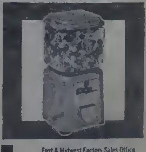


HAVE YOUR OWN
COPPER MINE!!
In Every Restaurant Location You Go Into
The SWAMI and MADAM X 1¢ Fortune-Telling Napkin Holders Have the GREATEST Location Possibilities of ANY Coin Machine Ever Made.
Reports from Operators Indicate the earnings are TERRIFIC. Re-orders are coming in regularly—which is Proof of Satisfaction.
Here is a COPPER MINE for Operators—and a DREAM COME TRUE for Distributors!
This is a "Natural" for Charitable Organizations.
"Blue Sky" Operators NOT wanted!
Write for free information regarding our "plan."
F. E. Erickson Co., Inc.
P.O. BOX 3666 North Sacramento, Calif.

in SAN ANTONIO, TEXAS

Dalton Wick says:
"As all Acorn parts are interchangeable (thereby reducing repair parts inventories), the Acorn is very easily maintained. Good, reliable uniform equipment (not subject to radical changes every year or so) is an absolute necessity for profitable vending operations. Acorn equipment fills this important requirement. Our success is due to eliminating troublesome and junk equipment and standardizing our route with Acorns."
And you too, can build a success with maximum profit from Oak machines.
oak's famous
ACORN
all-purpose vendor
The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening — dispenses from bottom. Guaranteed mechanically perfect. The one machine with virtually no depreciation — today's Acorn looks the same as the original!

Contact your distributor or
West Coast Factory Sales Office
OPERATORS VENDING MACHINE SUPPLY
1023 So. Grand Ave., Los Angeles, Calif.
East & Midwest Factory Sales Office
M. J. ABELSON, Phone At 1-6478
2033 Fifth Ave., Pittsburgh, Pa.
OAK MANUFACTURING CO., INC., 11411 Knightsbridge Ave., Culver City, California

Vending Machine HEADQUARTERS

- SANITARY PRODUCTS
- SANITARY NAPKINS
- COMBS
- BALL POINT PENS
- RAZOR BLADES
- COIN TOILET DOOR LOCKS

ALL Machines and Refills for Men's and Women's Restrooms.

Authorized Factory Distributors of ADVANCE MACHINES

A complete supply of merchandise for ALL TYPES of machines . . .

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SAY YOU SAW IT IN THE BILLBOARD!

Labor Costs Pinch Ops' Profits for '56

CHICAGO — Higher labor costs in tha vending industry drova average prolit (before income taxes) down from the 1955 mark of 3.43 per cent to 3.25 per cent in 1956, according to the latest Operating Ratio Report released by the National Automatio Merchandising Association.

Price Waterhouse & Company, certified publio accountants, gathered the report figures on a confidential basis, working with 128 vending operating companies having a total sales volume of over $52,000,000.

The following tabla, comparing 1956 to 1955, shnws the break down of costs and final average prolit, per $100 of retail sales:

	1955	1956
Merchandising cost	$61.29	$60.01
Operating expenses	$36.04	$37.93
	$97.33	$97.94

These two final cost figures, when subtracted from $100, give operating prolits of $2.67 and $2.06 for 1955 and 1956 respectively. Final adjustments of other income and charges bring the average profit (before income taxes) to the 3.43 per cent and 3.25 per cent mentioned above.

Altho the cost of merchandise decreased over a year's duration, increases in operating expenses more than offset the saving. A rise in the cost of labor was primarily responsible for the increase in operating costs, according to NAMA officials.

The slump in the profit picture can be looked at from another point of view. For 1955 and 1956 the figures show $6.90 and $6.63 respectively, of sales for every dollar of net worth. This yielded a prolit (before income taxes) of 23.2 per cent net worth for 1955, and 21.09 per cent of net worth fur 1956.

The extensive figures in the report present trends in the industry over the past several years. Comparative analyses of different operating companies showing gross profits, inventory turnover, sales of groups of companies classified by size or type of operations, depreciation data and methods, are also given in the Operating Ratio Report.

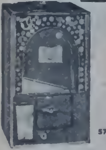
Pa. Op Appeals Cig Stamp Count

HARRISBURG, Pa.—Harry T. Beck, Lewisburg owner of 140 cigarette vending machines, was scheduled to appear before a three-man board in the Revenue Department in bis appeal of a 30-day suspension count for alleged use of counterfeit State cigarette tax stamps.

J. SCHOENBACH

For Victor Vending Corp. Machines, Parts, Globes Charms, Merchandise Supplies 1645 BEDFORD AVE., BROOKLYN 25, N. Y. PResident 2-2900

PHONE or WRITE FOR PRICES



VICTOR'S NEW **FOOTBALL**

NOW IN PRODUCTION

Fast Action! Bigger Profits!

$19.75 EACH Packed & Sold 2 to Carton. F.O.B. Chicago

VICTOR VENDING CORP.

5701-13 West Grand Ave. Chicago 39, Illinois

Mfrs. of Famous Line of TOPPER Vendors

POPPERETTE

Fully Automatic Popcorn Machine

10c Hi Profit %

$159.00

TERMS: ⅓ Deposit With Order, Balance C.O.D.

WRITE, WIRE OR PHONE

Mayflower Distributing Co.

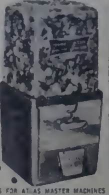
2227 University Ave. St. Paul 4, Minn. Midway 6-7901

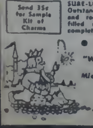
ATLAS MASTER
PENNY-NICKEL
BALL GUM CHARM VENDOR

Penny-nickel mechanism . . . one turn for a penny, five turns for a nickel. This means 30% more business because of the nickel play. The Atlas-Master exclusive coin mechanism will not jam, skip nor take washers.

Send 35c for Sample Kit of Charms

SURE-LOCK, the perfect capsule Outstanding items Send $2.50 and receive 100 high quality filled capsules. Contains our complete line.





"World's Largest Selection of Miniature Charms"

NATL. SALES HEADQUARTERS FOR ATLAS MASTER MACHINES

PENNY KING COMPANY

2535 MISSION ST PITTSBURGH 3, PA.

Webb Vender

• *Continued from page 83*

from 10 cents to 75 cents, with any combination of nickels, dimes or quarters. The thermostat is adjustable, and the full-time blower assures uniform heat for each can.

According to Webb, Monarch went into production last week, with the current output at 380 machines a day. Showings of the new unit are being held in Hirsch Bros., Detroit, and at Webb's Los Angeles office this week.

Point-of-purchase advertising from the Campbell Soup Company and from American Home Foods are available for the machine.

Webb plans to move his base of operations from Evanston, Ill., to New York by October 1. He is currently looking around for office space.

The Webb machine was formerly built by the Gardner Manufacturing Company. The new unit has been completely redesigned.

Kresberg Dies

• Continued from page 83

the Hoffman board. He was still Apco president at his death, altho he had resigned from the Hoffman board when a group headed by Harold Roth, president of Continental Industries, acquired control of the parent company.

Rabbi Maxwell Sacks, of Brooklyn, delivered the eulogy. Burial was in Mount Lebanon Cemetery.

Kresberg leaves a widow, Ethel, a daughter, Loretta Rosenthal, a brother, Dr. Benjamin Kresberg, a sister, Mrs. Frances Marks, and three grandchildren.

Oak Names Fraga Distrib; New Territory

OAKLAND, Calif.—Bert Fraga's Standard Specialty Company here has been named exclusiva distributor of Acorn bulk merchandisers in a territory extending north of Fresno to tha Canadian border, Sid H. Bloom, secretary of Oak Manufacturing Company, Culver City, said here.

Bloom, Sam Weitzman, Oak's president, and Meyer Abelson, Oak national sales manager, attended the three-day festivities formally opening Standard's new building Friday-Sunday (23-25).

Bloom said that in tha future Standard will warehouse here, maintaining at all times a stock of Acorn venders along with parts aod globes.

The acquisition of the broader Acorn franchise now gives Fraga, who started in the distributing field 16 years ago, three exclusive lines. Prior to the deal negotiated here, Fraga represented Northwestern and Victor lines His representation of Oak's Acorn was limited to Northern California.

Keeney to Bow

• Continued from page 83

split for accessibility. It has a one-third horsepower compressor.

All component parts are located in the back tunnel of the machine. The front is illuminated by a bulb in back.

It offers four selections—three carbonated, one non-carbonated—via nickel, dime or quarter coins, uses standard 7¼-ounce cup. Size is 27 inches deep, 23½ inches wide, 65½ inches high. List price is $900, or $935 with changemaker. Regular model takes either nickels or dime. Other takes nickels, dime, quarter.

Shipments are expected to start within 90 days.

Compact Coffee Unit

The new five-selection coffee-hot chocolate unit with 300-cup capacity is in compact 17 by 21 by 58-inch size. It operates on nickel, dime or quarter on button selection. The machine utilizes the jet stream cup dispenser system.

The carton drink machine, presently designed as a three-selection unit, is available in two models. One holds half-pints (capacity 300 cartons, 80 storage); the other third-quarts (capacity 96 cartons, 40 storage). Another model, not yet ready, is expected to bave four columns.

The sealed cartons, which may hold milk, chocolate beverages, grapefruit juice and other cold drinks, are refrigerated and cooled up to the point of delivery.

The machine is equipped with a coin changer and can operate on 10, 11 or 12 cents.

JOBBERS WANTED

With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS 5 SIZES

With or without nickel & penny changers.

None finer quality; none lower in cost!

Also candy, cookies, postage stamps and perfume.

OUR 25th YEAR!

SHIPMAN MFG. CO.
LOS ANGELES 23, CALIF.

FOR QUICK CLOSEOUTS

Candy & Cigarette Machines reconditioned, refinished . . . guaranteed like new.

6-Column Natl. Rowa	$40.00
8-Column Rows	45.00
6-Column Natl. 5c Candy	55.00
9-Column Natl. 5c Candy	75.00
7-Column DuGrenier	45.00

Write, wire or REVERSE charges

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T. O. THOMAS CO.

1972 JEFFERSON
PADUCAH, KENTUCKY

INSIST ON STAR BRITE BALL GUM

Save Money!

Electrically Controlled
QUALITY that means PROFITS to you!

- UNIFORM SIZE
- ACCURATE COUNT
- SUPERIOR CHEW

And special flavors to help you revitalize locations by changing the fill. Ask your distributor to stock Cramer's "Star-Brite" for you!

210—170—140 BALL GUM

Also Cramer's "KING" ⅞" SIZE SOLID BALL

CRAMER GUM CO., INC.
150 Orleans Street East Boston 28, Massachusetts
Member of National Vendors' Assn.

ATTENTION, DISTRIBUTORS

SACRIFICE

12? new ? col mechanical Cigaretta Machines ... or Regular. 2?c operation. ?40 pack

40 Floor Model	$80.00 ea.
85 Wall Model	$70.00 ea.

Terms: ⅓ with order, balance Sight Draft. We will prepay freight if you remit in full.

FEECO SALES CO.

P. O. Box 3666 No. Sacramento, Calif.

CONGRESS DELAYS JUKE COPYRIGHT BILL HEARINGS

WASHINGTON—With Congress nearing adjournment Friday (30) prospects of a hearing during the current session on House and Senate bills to end juke box performance royalty exemptions appeared certain to be postponed.

Most likely date now for airing on either measure is January when Congress will resume session. However spokesmen for the Senate Judiciary Committee, currently studying the proposal introduced previously by Senator O'Mahoney (D., Wyo.) would neither confirm nor deny rumors of a possible hearing this fall, betweeu sessions.

Both the O'Mahoney bill, and the House version, iotroduced by Rep. Ralph Gwinn (R., N.Y.), are substantially the same as the old Kilgore Bill. New versions, however, would protect the location owner from liability unless the proprietor owns the juke box on location in bis establishment.

They also free proprietors of hotels, taverns, "milk bars," and other locations where oo admission is charged, from any liability in performance of mechanical music.

Congressional backers of both measures have repeatedly called for a compromise between ASCAP and juke box operators. But to date, officials of Music Operators of America have been cool to any such move.

Latest proposal for a compromise came from the National Licensed Beverage Association who suggested the bills be made palatable to both parties by setting ceilings on the royalty take for the juke box owner, scaled according to the number of plays on the machine (The Billboard, Music Radio Section, August 12). No comment was made by either party to the suggestions.

N. Y. State Operators Form Association

General Meeting Set for Syracuse, Sept. 25; Ops to Elect Officers and Adopt Bylaws

ALBANY, N. Y.—A Statewide music machine and amusement game operator association was born at the Covemor Clinton Hotel here Wednesday (28) when coinmen from all corners of the Empire State agreed on a rough plan of organization.

The group probably will be called the New York State Coin Machine Association and will be incorporated in the near future. Its prime objective will be to combat adverse trade public relations and counter with a constructive PR program. It will also probably maintain a legislative representative in Albany to watch for and combat legislation which could prove harmful to the industry

Operators from all sections of the State will be invited to attend the first general membership meeting, set for the Hotel Onondaga, Syracuse, at 2.30 p.m., September 25. Officers will be elected and bylaws adopted at the Syracuse meeting.

Membership will be open to all New York State operators except those living in the five boroughs of New York City. As the problems for New York City operators are different from those in the rest of the State, and as the Music Operators of New York is a strong group, it was felt that the new organization could offer the best services to up-State operators.

Attending Wednesday's meeting here were Jim Tolisano, E. Q. Daddanio and Abe Fish of the Connecticut Operators Association; Mike Carramone and A. B. Dorsman of the Northern New York Operators Association; Bob Charles Binghamton; William and Amelia McCarthy, Hurleyville; Tony Catone and Jerry Schweitzer of the Rockland County Operators Association; Pat Marcy, Booneville; J. R. Van Wyck, Nyack, C. M. Keppler, Frank Larti, Phil Benevento and R. E. Devine, all of the Syracuse Operators' Association; Jack Wilson, Newhurgh; John Bullock, Sheldrake; Gray Gilleadeau, Mouticello; Lindy Nardone, Barney Rapp and Dave Sure, all of the Rochester Operators Associa-

(Continued on page 91)

Star Intros New Juke Title Strips

PITTSBURGH—A newly designed printed title strip has been introduced by Star Title Strip Company, called the Uni-Duplex.

The strips are printed on a special translucent-white paper that is similar to parchment. A heavier and bolder type face also distinguishes them from the older strips.

2 Part Strip

Each strip sheet is divided into two parts—a duplex strip for newer equipment and a noiversal strip for older model equipment. Sheets are completely perforated.

Price has not been announced, but according to Dal E. Hann, president, is based on a straight quantity discount.

Hann adds that distribution of the firm's line is now made to record manufacturers, one-stops, record distributors and juke box operators.

Denver Ops: More Jukes

DENVER—The number of location owned phonographs and amusement machines has dropped sharply during the past three years, a recent survey of Denver coin machine distributors indicates.

In surveying some 1,200 bars and cocktail lounges, it was found that only around 9 per cent are currently operating their own equipment, as opposed to 26 per cent two years ago.

The general swing in favor of operator-installed phonographs and amusemeot machines is credited to the increased complexities in maintenance of 200-selection and 100-selection juke boxes, and also to a general willingness on the part of location owners to pay front money, according to Denver operators.

PROGRAMMING IN MIAMI

Jazz Gets Cold Shoulder; But Some Ops Ask, Why?

This is the third in a series on juke box programming of other than current pop hits. The following is a report from Miami on the use of jazz as a part of the juke box bill-of-fare.

By RAOUL SHAPIRO

MIAMI—Jazz is definitely not an important factor in programming juke boxes for this major Florida resort town. But according to operators that have been bold enough to experiment—the opposite should be true.

There are only about a half dozen nperators who do program jazz, and each and every one reports an increase in collections from the practice.

Why Not?

Why then don't more operators use jazz on their machines? Reasons seem to be twofold. First—the average operator doesn't understand jazz, and likes it less. Second—many location owners consider jazz "just a lnt of noise," and don't want it on their machines.

Tho many barroom locations with an older clientele would tend to agree the progressive music merchant has discovered other spots, that while not requesting jazz, will nevertheless enthusiastically accept it. And operators have discovered these same locations will show a three-to-four-dollar increase in gross take from the practice.

Some operators will program jazz in their Negro locations but will not put a single jazz record in other spots. When questioned about this they say they "just don't have requests for jazz, and don't feel they should spend money for records that no one seems to want."

EP's

A spokesman for a major one-stop in this area feels that one reason for the reluctance of operators to experiment with jazz recordings is that most of the better jazz artists are not available on siugles. And for an operator to use these records he must buy EP's. The operator's objection is not so much the additional cost as the fact that the player is getting two plays.

Dual pricing has not received more than casual acceptance in the area. This spokesman feels that if more of the better artists were available on singles the operator would he more inclined to experiment with this type of music.

Several operators have discovered that hit tunes are not always the tunes that get the top play. This is especialy true in locations that are near the college and the university. The university student seems to be a solid jazz addict, and will frequent those locations that feature jazz records on their machines. These same operators have found that with proper jazz programming, a mediocre location can become a top spot.

Economy

These nperators have also discovered that jazz recordings are the cheapest recordings they can invest their money in. Whereas a hit tune will be in demand for a relatively short period and then completely fade out, a jazz recording can be used until it is completely worn out. Jazz recordings also can be moved from one locatioo to another and continue to earn top mooey.

In the final analysis, use of jazz recordings has been confined to the progressive operator who has carefully analyzed his individual locations and found some a fertile ground for experimentation.

Where he's found a potential interest—he's still gone ahead and determined by actual test the artist or artists that create the most appeal. And where this has been done, collections have invariably increased at least from one to four dollars per week.

Dime Play Nears 100%: Colorado's Pueblo Area

PUEBLO, Colo. — The 5-cent tune has become virtually extinct in the Pueblo area with dime conversions rapidly approaching the 100 per cent mark, a recent survey of the Pueblo Music Operators' Guild revealed.

Generally, changeovers were sporadic since the first of the year. However, success of one operator to ditch the nickel tune often resulted in a couple more getting up courage to follow suit. Eventually the conversions snowballed, with all operators climbing on the band-wagon.

To date, the association reports that the moves have paid off, without a single dissenting experience for any of the members.

Cards Help

To help their moves along, many of the operators prepared printed cards of various types for use behind the glass at the front of the machine. Generally the message centered on the increase in operating costs making the conversion a necessity.

Most juke box pricing is set at 10 cents a tune, three plays for a quarter. Where the 50-cent chute is in evidence—the customer generally is given seven plays for his half dollar.

A polling of operators who successfully made their changes showed that play was always within 90 per cent of the usual take at the end of the first month. Almost all indicated that subsequent months showed increases, bringing them equal to or over the normal take for the spot.

2 Years Late

Representative of the feeling of most of the operators, is Cliff Hall, owner of Rocky Mountain Coin Machine Company who rues he didn't "make the conversion two years ago."

Hall, one of the city's largest operators, converted all his machines in the space of several weeks. None of bis locations gave him any trouhle, and take was generally equal to or better than before.

"People are generally resigned to constant increases in the cost of living," he pointed out.

JUKE EXTOLLS SAC TO AIR BASE GRADS

HOUSTON, Tex.—A juke box standing io the Strategic Air Command's officers' club at Ellington Air Force Base is hopping to something besides pop tunes. Information to graduating navigators is the order of the day on most of the 45 disks the juke holds.

The graduating navigator naturally wonders what the different SAC bases around the world are like. The juke box tells bim, sounding out praises of SAC aircraft and facilities. For a man fretting about what sort of place be might wind up in for the next few years, the SAC juke box has a soothing influence. It goes a long way toward making the unknown familiar in everyday terms.

The SAC Bombers Band and the SAC Barbershop Quartet get in a few licks too, with some brassy versions of old-time standards.

Dakota Ops Meet Sept. 8-9 In Deadwood

MOBRIDGE, S. D.—The fall meeting of the South Dakota Phonograph Operators Association will be held io Deadwood at the Franklin Hotel, Sept. 8 and 9.

Chief topic of discussion on the agenda will be the recent Korpan Decision of the Supreme Court defining the nature of gambling and amusement machines.

Display rooms will be set aside in the Franklin Hotel for distributor members who may wish to display new equipment.

Public relations for the meeting is being handled by the Deadwood Chamber of Commerce, who are mailing brochures picturing the Black Hills and the Deadwood area to all members. Hosts for the two-day meet will be the Joseph Trucano family who along with the Chamber of Commerce are making all arrangements for entertainment and accommodations.

MUSIC OP FORUM WILL RESUME SEPT. 9

CHICAGO — Part-two of Music Operator Forum on juke box programming of other thao hit-tunes will appear in next week's issue of The Billboard.

Part one, appearing io the August 26 issue, probed such questions as: Comparative time spent in programming and buying records this year and last; Percentage of standards to pop hits programmed on 200, 80, 120 and less than 80 selection juke boxes; Percentage of singles to EPs in programming non-hit tunes.

Next week's Forum will further explore current operating practices in the use of other than current hit tunes.

FLORIDA'S 50 ROYAL CASTLE RESTAURANTS GO 100% WURLITZER

Florida's famous Royal Castle Restaurants, with 42 units in operation and 8 more under construction, will be completely equipped with Wurlitzer Music Systems. The all glass, porcelain and terrazzo construction of these restaurants, with full stainless steel equipment, presented a real acoustical problem. Solved by Wurlitzer engineers, the units today offer Wurlitzer Music at its best — an attraction that is paying off royally for the owners of this remarkable Royal Castle chain.

Royal Castle owner William Singer (right) with his son and General Manager, Larry Singer, enjoy Wurlitzer Music in one of their fast growing chain of Royal Castle Restaurants.

A ROYAL CASTLE TRADEMARK

THE WURLITZER 200-SELECTION WALL BOX

Limited floor space required Royal Castle Restaurants to use Wurlitzer Hideaway units. Play is promoted by versatile and colorful Wurlitzer 200-Selection Wall Boxes. Never have the beauty, convenience and play-promoting features of this great wall box better proved their high earning power than in these 24-hour spots. Install them in your "round-the-clock" locations. By making Wurlitzer Phonograph music available from any place in any location, they boost earnings to all-time highs.

Wurlitzer Distributor Ted Bush and his General Manager, Ozzie Truppman, undertook the acoustical engineering studies that resulted in the huge Royal Castle Restaurant Installation.

PROOF AGAIN THAT THE BEST IN AUTOMATIC MUSIC IS **WURLITZER**

THE WURLITZER COMPANY • NORTH TONAWANDA, N. Y.

ESTABLISHED 1856

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849 N. FEDERAL NGWY. FT LAUDERDALE

814 N. FEDERAL NGWY. HALLANDALE

2601 N. FEDERAL NGWY. NORTH LAUDERDALE

TYLER ST HOLLYWOOD

NORTH HOMESTEAD

SOUTH HOMESTEAD

8 NEW RESTAURANTS UNDER CONSTRUCTION TO BE READY IN DECEMBER

NORMAN KLUG (left) making the presentation of the Millie Award for public service at the second annual Milwaukee Music Industry party at the Taylor Electric Company auditorium August 13. The Millie was presented to John (Madman) Michaels, Radio Station WOKY (center). Seated on right is Benn Ottman, local Billboard correspondent.

GEORGE MILLER

WANTED! WANTED! WANTED!

WE WANT EVERY MUSIC OPERATOR IN THE NATION TO BECOME A MEMBER OF MUSIC OPERATORS OF AMERICA!

THIS IS WHAT WE PROPOSE TO GIVE YOU FOR YOUR MEMBERSHIP FEE OF $25.00 A YEAR:

1. A NATIONAL TAX COUNCIL To help the operators defeat and remove—unfair, discriminatory licenses on automatic phonographs—by having representatives of MUSIC OPERATORS OF AMERICA appear before state legislators—to oppose such discriminatory, prohibitive licenses.
2. A NATIONAL PUBLIC RELATIONS PROGRAM—through the medium of Television, Radio, Trade Papers and Newspapers—to give the general public a full conception of the automatic phonograph business—and to better acquaint them with the people who represent it.
3. TO HAVE NATIONAL LEGAL REPRESENTATION—to continually oppose any change in the present copyright laws, by appearing before congressional committees, etc. to make available to the music operators A LEGAL STAFF—whereby they can obtain information and legal advice on all legal matters pertaining to the industry. Congressional Bill dated August 5, 1957, introduced by Congressman Ralph W. Gwinn of New York, has been presented to the Congress in the last few days of this session, which adds to our difficulty.
4. And last but not least—to set up A HUMAN RELATIONS COMMITTEE—to address national associations all over the United States, such as the National Bar Association, the National Women's League, the National Business Women's Association, the National Licensed Beverage Association, Rotary Clubs, Lions Clubs, Kiwanis Clubs and any and all such organizations—to better acquaint the people with the automatic phonograph industry.

A program of this kind will cost thousands of dollars, and, to make this program available to you—it is necessary that practically EVERY MUSIC OPERATOR IN THE NATION HOLD MEMBERSHIP in the NATIONAL ASSOCIATION—MUSIC OPERATORS OF AMERICA.

ALL of this!—as well as a NATIONAL MOA CONVENTION EVERY YEAR—for the small sum of $25 a year per member!

MUSIC OPERATORS OF AMERICA, INC.
128 East 14th Street Oakland 6, California

Your key to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

PLAIN TALK HELPS

Colorado Ops Present Facts, Keep Locations

DENVER— Juke-box operators are often worried about clients who want to buy their own equipment. Two Colorado operators faced with the same problem showed how it can be overcome with a cold-fact campaign.

George Byrnes and Don Doctor of Century Music Company have a prime location in the student union buildings of the State Teacher's College in Greeley. Because so many juke boxes were involved, the college thought it could own and run the phonographs itself at a bigger profit than the commissions they were getting. Byrnes and Doctor dropped everything and went to the college board with facts.

They presented the college with a complete breakdown of service and repair charges they have made over the past several years. These were contrasted with the higher cost the same services would have entailed had the college relied on outside servicemen over the same period. The operators also pointed out that they could purchase records and replacement parts more cheaply than the college would have been able to. The extra services rendered by Century Music Company as part of its general location service were carefully pointed out as well.

In the face of this factual presentation the college capitulated and reaffirmed its confidence in commercial juke box operation.

William Beyer, a Fort Collins operator, found himself in the same situation a few months later when Colorado Agricultural College began seriously considering ownership of its own phonographs. Beyer too handled the situation with a ledge of cold facts, showing the college that self-ownership of its juke boxes would result in an actual reduction of profits. He also pointed out that there was a shortage of mechanics in the Fort Collins area, which meant the college would continually run the risk of inoperative juke boxes when they were most needed at socials, dances and other entertainment.

However, one of the choicest locations—the student union of Colorado University—was lost by Elton Denis this year. With a potential of 4,000 students playing the juke boxes, the university perhaps thought it couldn't help but run its own equipment at a big profit. The university now owns and runs its own juke boxes.

It remains to be seen whether this move by Colorado University will prompt other colleges and universities in Colorado into doing the same thing.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

September 2—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

September 2—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ball Room Floor, Detroit.

September 3—Washington Music Merchants' Association, monthly meeting, Seattle.

September 3—Anthracite Music Operators Association, monthly meeting, Wilkes-Barre, Pa.

September 4—Music Operators of St. Joseph Valley, monthly meeting, offices of Carl Zommer, Mishawaka.

September 4—Summit County Music Operators' Association, monthly meeting, Akron.

September 5—California Music Merchants Association, Sacramento Division, monthly meeting, headquarters, Sacramento, Calif.

September 5—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland, O.

September 10—Northern Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

September 12—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

CABE FORMAN, CENTER, Suffolk-Nassau Amusement Company, left Idlewild Airport last week for a European business trip. From left to right are Sandy Moore, S-N president; Mrs. Moore; Mrs. Forman, and Ed Cornstan, of the S-N sales force.

TWO GUESTS OF HONOR at the second annual Milwaukee Music Industry party August 13. Shaking hands, Joe Louis and Norman Klug, president, Miller Brewing Company. Also pictured is Benn Ottman, Milwaukee Billboard correspondent.

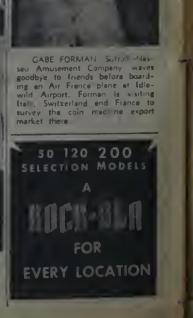
Wurlitzer's Earnings & Sales Drop

CHICAGO—Net sales for the Wurlitzer company for the first quarter (April, May and June) were $7,063,053 compared to $7,076,894 for the same period last year.

Net earnings for the quarter were $18,050, showing a drop from earnings for the same period last year of $88,170.

However, R. C. Rolfing, president, cautioned that "earnings for the first quarter do not necessarily indicate what the results will be for the full year ending March 31, 1958."

Rolfing added that "on the basis of current reports from dealers and distributors, and our own appraisal of the over-all situation, we feel the results for the full year will be satisfactory." He declined further comment as to any specific reasons for the drop.



CABE FORMAN, Suffolk-Nassau Amusement Company, waves goodbye to friends before boarding an Air France plane at Idlewild Airport. Forman is visiting Italy, Switzerland and France to survey the coin machine export market there.

50 120 200
SELECTION MODELS
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ROCK-OLA
FOR
EVERY LOCATION

AMI Plays Host to 12 At Factory Juke School

GRAND RAPIDS, Mich. — Twelve operators and servicemen completed a week-long refresher course in operation, care and maintenance of AMI juke boxes at the factory service school here, last week 23.

Sessions were concluded with a banquet where award certificates were presented.

Emphasis was on the new model H, with work consisting of classroom discussion, bench work and slide films on maintenance procedures.

AMI Hosts

All members were guests of AMI with meals and hotel accommodations paid for by the company. Clifford Biting of the AMI staff was in charge of the school, assisted by Martin Blatt, Eastern regional field service engineer.

Attending the school were William E. Fannasy Jr., National Novelty Company Inc., Harrisburg, Pa.; E. F. Hendrick, Southern Distributors, Welch, W. Va.; Arthur M. Weidner, Mel's Coin Machine Company, Green Bay, Wis., Robert W. Pell, Pell Amusement Company, Orlando, Fla.; Robert Andree, Ace Novelty, Muskegon, Mich.; David R. Conrad, Conrad Music Systems, Suffern, N. Y.; James F. Barry Jr., Cam Music Company, Norwich, Conn.; Jim Silman, Kalamazoo Amusement Company, Kalamazoo, Mich.; Ellis Johnson, Johnson Music Company, Middletown, O.; Ber Hansen, Saskatchewan Coin, North Battleford, Saskatchewan, Canada; George Mankin, Mankin Amusement Company, Allegan, Mich., and Calvin N. Hartman, Miller-Nevmark Dist., Muskegon, Mich.

H200

Eyes see faster . . . ears hear truer . . . hands move surer, swifter with the coin to play the big take SHOWBOX "H-200." Now at your distributor's!

AMI Incorporated 1500 Union Ave. S. E., Grand Rapids 2, Michigan — originator of the automatic selective juke box in 1909.

N. Y. State Assn.

• Continued from page 87

tion; Henry Knobland Jr., Glens Falls; Tom Greco, Glasco, and Lou Werner, attorney for the New York State Operators Guild.

A committee of Werner, Greco, and Dorsman, who is counsel for the Northern New York Operators Association, will meet before the Syracuse session to present bylaws which will be voted on by the membership at large.

Also due to be passed on at the Syracuse meeting are a dues schedule, and the selection of a full-time, salaried executive secretary.

Dual Membership

While membership in the new organization will be on an individual basis, dual membership with local coin machine associations will be encouraged.

The new group plans to work primarily on the State level, but it will also assist local operators and operator groups with regional problems.

Henry Horne, 57, Veteran Wurlitzer Executive, Dies

DE KALB, Ill.—Henry Horne, assistant secretary of the Wurlitzer Company and controller of the De Kalb division, died August 18 after a brief stay in the hospital following a heart attack. Horne was 57.

A veteran of over 20 years in the music industry, Horne was well known for his wide and diversified grounding in accounting.

After receiving his CPA degree from the University of Manitoba, he practised as a public accountant and was a member of a Chicago finance company. He joined Wurlitzer in 1935 as assistant secretary and office manager. In 1943, he was appointed to the post of divisional controller.

Civic Interests

Besides his business interests, Horne was an active participant in civic affairs in nearby Sycamore, where he had resided since 1941, as well as being a member of the De Kalb Elks.

In paying tribute to Horne, J. E. Rolling, vice-president and manager of the De Kalb and Corinth divisions said, "Mr. Horne devoted almost his entire life to his work with Wurlitzer. Our success here at De Kalb and in the company as a whole is in no small measure attributable to his loyalty, energy and keen knowledge of our business. We will not soon forget the contribution he has made."

Surviving are two daughters, Joanne and Mrs. Mary Lou Henning; a son, Robert; and a sister, Mrs. Carl Olsen. Funeral services were held Tuesday (20) from the Ronan Funeral Home, in De Kalb.

10c Conversion Gain in 4 Arkansas Counties

LITTLE ROCK—Operators in four more Arkansas counties converted to dime play during the last two weeks, a survey by The Billboard disclosed.

Charles Gribbles, manager of Crossett Amusement Company, Crossett, made the conversion on his entire route after a test play with 12 to 15 phonographs.

He reported he was "very satisfied" with the results on the test machines. The company is owned by C. E. Craig of Little Rock, also owner of Arcade Amusement Company there. Little Rock has been on dime play for about a year now.

Other operators making the change were:

Tex Dickens, owner of Arkansas Music Company, Magnolia, who finished conversions September 1.

Bill Bledso, owner of Chicot Amusement Company, Lake Village, who recently bought a carload of new 200-selection phonographs and is using them in his conversion.

Curt James, owner of James Music Company, Thornton, also changed some of his route to dime play. He said he is working on the rest of the route and hopes to be on 100 per cent play by January 1. He is using new 200-selection phonographs in the conversion.

These operators made the change amidst a general widespread movement among operators over the State to convert to dime play to meet the high costs of operating. All those making the change said they could no longer operate on 5-cent play. "Costs are too high," was the consensus of all of them.

Two weeks ago the operators in Phillips County, Arkansas (Helena) converted to dime play. Previously, other larger cities in the State, including Little Rock, Hot Springs, El Dorado and Pine Bluff, made the change. Others are expected to follow.

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Tourney Play: Will It Shape Future Coin Game Business?

Could Solve Trade's Current Need For Player Incentive, Promotion

This is the first of a series on coin game tournament play. This article tells what the future holds for game tourneys. Next week's article will tell how operators and distributors in some areas of the country have organized successful tournaments.

By KEN KNAUF

CHICAGO — Tournament play works. It is profitable and legal with few exceptions. But it takes plenty of effort.

It works for the bowling industry. It works for the golf industry. And it can work for the coin game industry. But few in the industry bava tried it.

There are maoy in the coin trade who feel that some kind of prize or award to high-scoring players is a necessary incentive to good profits. A difference must be recognized, however, in the awarding of prizes on a non-skill game, and a prize award on a skill play amusement game such as a bowler, pool or target game.

The Internal Revenue Department says that an amusement device will be taxed at the $10 federal rate when prizes are awarded—provided the game is one of skill and there is no element of chance. A coin game will be taxed at the $250 rate when prizes are given, if the element of chance is predominant.

Local Laws Important

The procedure of awarding prizes on any type of coin-operated game, however, is, of course, subject to any State or local regulations which may exist in any given area.

A well-organized well-run tournament among players of amusement games could expect, in most cases, to meet with the approval of local authorities.

The current types of games most popular on locations—the ball bowlers, shuffle bowlers and pool games—are natural tournament material.

Why haven't more operatnrs, distributors, even manufacturers promoted tournament play?

It's mostly a mystery. But these factors hava turned up:

1. Lack of ellort.
2. Fear of adverse legal actions.
3. Fact that most games on location are of different types, sizes and have different play features.

Effort Top Factor

The first factor—lack of effort—seems to be causing the most blockage. With the right kind of effort, it would seem that most other ob-

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EDITORIAL

Rides Vs. Weapons

Despite tha fact that the coin-operated kiddie ride trada has a statistically remarkable safety record, accidents—one of which is described in a news story on this page—do happen.

While coin equipment safely delivers an estimated 55,000,000 rides to kiddies per year, a single accident, when it happens, does untold damage to the business and creates personal tragedy.

As we know from the few accidents that hava occurred, an operator can't be too careful installing a ride. He should know how to do it properly, or find an able electrician who can.

Here are some checkpoints:

1. All equipment should have a three-pronged plug, as opposed to a two-pronged plug, to insure proper grounding.
2. Be positive that the terminal grounding at the outlet is actually grounded; or call an experienced electrician to check it. A conduit does not assure proper grounding. It might be a "floating" conduit, and potentially dangerous.
3. Two or more rides, fairly close together at the same location, should be tested to assure that no voltage exists between metal surfaces of the machines.
4. Over-fusing—that is, using a heavier than 15 amp fuse—is dangerous. Some operators install heavier fuses when lighter fuses blow regularly. Even a 20 amp fuse is too heavy. Reliable manufacturers, in fact, purposely wire rides so that any improper connection results in a blown fuse rather than in more serious trouble, provided there is proper grounding.
5. ff the machine's plug doesn't fit an outlet, have an experienced electrician install a proper outlet. Some operators in such a case buy an adaptor; such procedure can be dangerous.
6. In an outdoor installation the ride should be properly elevated from the groud to withstand weather conditions.

Genco Preems Combo Fortune, Horoscope Unit

CHICAGO — A new combination Grandma Fortune Teller and Horoscope machine was readied for shipment by Genco Manufacturing last week.

Tha machina bas a number of new features:

A newly designed grandma wand with one hand, a handful of cards with the other, and nods its head. A flashing crystal ball is located in front of the graodma gypsy.

A "vibra - phone" simulated microphone, into which the patron may ask the gypsy grandma figure a question for a "yes" or "no" answer in the form of a printed fortuna card.

A dial-selector at tha front of cabinet, by which patron can se-

(Continued on page 97)

$250,000 QUESTION

Gisser to Europe; Eyes Sales Spurt

CLEVELAND — Morris Gisser left last week (30) to examine first haod a growing European export market that accounted for a quarter-million dollars sales in one year for his Cleveland Coin Machine Exchange distributorship.

Gisser, whose export business up to a year ago barely scratched the surface, totaling less than $4,000 a year, now sees the European market becoming an important factor, "with all signs pointing to mushrooming growth for the future."

His trip, to last for approximately two months, will take him thruout Europe and the Middle East in quest of additional export volume.

Just a Start

He estimates that during the previous fiscal year, the quarter-million dollar export volume accounted for "better than one-eighth of his total business." And this is just a start.

Coin machine exports are pretty well diversified for the firm. While the bulk of shipments are made up of amusement games and phonographs, Gisser sees an increased interest in vending machine shipments which he estimates are now close behind the other two major categories.

In the game market, primary activity has been in Arcade equipment, with shuffle games, in-line and novelty five-ball pins of equal interest.

Juke Boxes

In the phonograpb market, shipments have been completely diversified. However, the 45 r.p.m. machine is the favorite. Prime reason for this is twofold: Records in the 78 r.p.m. category are becoming increasingly difficult to find, even on the Continent; entry into juke box manufacturing by foreign firms (most producing 45 r.p.m. machines) is rapidly antiquating the 78 market.

As to reasons for the growth, Gisser sees several. Easing of foreign import restrictions has beeo marked thruout the Continent during the past year. This, coupled with the foreign countries easing control on dollar payments for American merchandise has spurred the market.

Even more important, states Gisser, has been the energetic representation American firms ara receiving from abroad.

A Representation

One such firm, Alex Wilms Company in Antwerp, Belgium, one of Europe's largest coin machine distributors, has been credited by Gisser as being a prime mover in the Europeao export boom.

Wilms currently acts as exclusive European agent for Cleveland Coin Macbine Exchange, and accounts for virtually all of the firm's quarter-million yearly export volume.

Coverage is thruout the whole of Continental Europe. However, biggest shipments hava been to

(Continued on page 97)

Boston Suburb Joins Growing Anti-Pin Move

FRAMINGHAM, Mass. — Another Bay State town has joined the growing move to put a ban oo pinball machines. Tha selectmen of this suburb, 20 miles from Boston, this week issued an edict that no more pinball machine licenses would be issued.

They did not put an unmediate bar into effect by cancelling the licenses still in effect, but those coming up for renewal were refused. Between 12 and 15 licenses are still working, but when the

(Continued on page 96)

Bilotta Buys Sodus Pt. Pk.; Sets Up Kid Rides

NEWARK, N. Y.—John Bilotta, New York State Wurlitzer distributor, has purchased a 4.5-acre amusement park at Sodus Point on Lake Ontario.

The first major improvement: a 30-foot by 35-foot kiddie ride section, capable of taking care of 100 children at a time, has just been installed.

Bilotta said that the emphasis will be placed on coin operated games and rides at the park. Current major rides at the park include a Merry-Go-Round, Roller Coaster, Chair Plane, Airplane Ride and Auto Ride.

A canteen is provided for teenage dancing, with a new 200-selection juke box providing the music.

Managing Sodus Point Beach is Wesley Struble, who holds the unusual distinction of being the world's champion handcuffed swimmer. Last summer, Struble swam 12.5 miles in Lake Erie; in 1955, he swam 44 miles in Lake Ontario; he was handcuffed on both occasions. He also swam from Port Gibson to Newark in a strait jacket last year.

The Arcade at Sodus Point has 20 pieces, mostly new. Bilotta plans to double the number of machiues next year.

70-Unit Arcade Opens At Minnesota State Fair

MINNEAPOLIS — Twin City Novelty Company here has erected its own building on Minnesota State Fair grounds in St. Paul and with the opening of the annual exposition August 24 the firm unveiled a new Arcade.

"We spent about $10,000 for the building," said Norton Lieberman, head of Twin City Novelty. "The structure is 65 feet by 35 feet and is made of strand steel. It is a single-level building. We hava leased the ground from the Minnesota Agricultural Society which conducts the State Fair."

Lieberman said he is installing some 70 pieces of Arcade equipment, including guns, pinball games and similar devices. Included will be a battery of Gottbeb's Continental Cafe plus an assortment of Exhibit's Arcade-type equipment.

Full Staff Ready

Altho Lieberman will be in charge, his nephew, Steve Lieberman, will be on the job daily during tha 10-day run, heading up a staff which will include a mechanic on constant duty during the exposition, a cashier in a permanent booth and two walking cashiers. Additional mechanical help will be brought in should ft be necessary.

"We hava been contemplating this move for some time," Norton Lieberman said. "Arcades are, of course, not new at the State Fair. But we believe our building, as designed and constructed, will provide fairgoers with an Arcade setup which will be pleasing and enjovable.

"The scarcity of Arcades in the Twin Cities area on a year-round basis makes us believe that those coming to the State Fair during this 10-day period will welcome the chance to visit such an establishment and take part in the 'fun' type atmosphere wa plan to provide."

Lieberman said ha has high hopes that the Stata Fair Arcade will prova to be a sound investment financially, yielding a fair return thru the legal machines which will be in operation there.

Hoosier City Begins Ride Safety Drive

HAMMOND, Ind. — Opening of a drive to ascertain the safety of all coin-operated kiddie ride devices was announced today by Fire Chief Edward J. Spolnik.

The move was impelled by the recent electrocution of a child in a delective ride in Port Chester,

(Continued on page 97)

Miami Scare Breeds Kiddie Ride Quandary

MIAMI—Kiddia ride operations here were in a state of flux following a near-fatal accident that sent a local tot to the hospital.

Four-year-old Lois Rosen was shocked into unconsciousness and confined after a rida on a coin-operated antique automobile model located in a variety store on the Miracle Mile.

Some operators were subsequently asked by location owners or managers to remove their rides.

The troublesome ride was allegedly one of a type produced by Bert Lane Inc., tha line since reportedly taken on by All-Tech Industries.

David Braun, secretary of All-Tech, said the firm's rides come equipped with three-pronged safety plugs and are labeled with the Underwriters Laboratory stamp of approval. He said the third proug of the plug is to ground the machina for safety.

Charges Operators

Braun charged that some operators remove the three-pronged plug and change it to a simple two-pronged plug. Ha said that two-pronged plugs not properly grounded ara "weapons," not fun-makers. Operators, he said, are licensed by cities, and city inspectors, he felt, should make certain

(Continued on page 97)

NAMA to Pick John S. Mill Award Winner

CHICAGO — Winner of the John S. Mill Memorial Award will be selected this month by a committee of the National Automatic Merchandising Association. The annual award is presented at each year's NAMA convention to a member "who has done the most effective job of selling automatic merchandising to the general public during the year."

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High-Priced Games Miss Boat, Says Op

To The Editor:

Re: Operator views on the game business.

The test for a new game is whether it earns enough to cover cost.

Let's take the cost of pinballs. The cost has skyrocketed to the point that I have found on specific locations that I can earn more profits with a used game. The cost of new equipment and the fact that I can't get more than 5 cents per play even with new pins has resulted in my holding off on new pin purchases over the past six months.

On shuffle alleys, pool tables and skeeballs, we have been able to get 10 cents per play ever since the first alley was located seven years ago. The new bowling alley games, even with 60-40 commission locations, are not money-makers because of their high cost.

If these machines or something similar were produced to sell at about $600, it would be a big seller and money maker. Such a machine could be amortized over a six-month period.

I try every new machine produced and whether we purchase more or not depends on the take and the cost.

Good examples of profitable games were the original shuffle alley and pool table. When you compare cost of these machines and the take against the new bowling games there is only one conclusion: The manufacturers are missing the boat when they produce amusement machines to sell for $1,195.

I hope that I've got my message across. Thanks for the opportunity.

Very Truly Yours,
John A. Rossi
Jon-Ray Vending Co.
Riverside, N. J.

Growing Coin Union Tells Trade Its Story

LOS ANGELES — Vince Passaro, business representative of Local 2, Automatic Equipment and Coin Machine Operators Service and Repairmen, last week lauded The Billboard "for its great courage and responsibility to the coin machine industry" in its expose of racketeer unions.

Passaro's statements were approved by an open meeting of the union members (22), who declared they desired to tell the story of their union to the trade. The union is a national, independent organization, headquartered in Gary, Ind.

"The Automatic Equipment and Coin Machine Operators Service and Repairmen were organized by members of the coin machine industry, with the direction of general organizer John Testo," Passaro declared. Testo is now answering appeals for help and is organizing locals thruout the country," he continued, "with these locals becoming autonomous once organized.

"Los Angeles Local 2, one of the latest affiliates of the national union, is now in its formative stages. All officers of the union are working personnel of the coin machine business, and our Los Angeles local is subscribing to and abiding by all of the rules and regulations of the National Labor Relations Board.

"Local 2 is also complying with all relevant rules of the Labor Management Relation Act of 1947," Passaro states, "and will shortly be certified by the NLRB.

"The union is unalterably opposed to thievery and chicancery in labor-management relations, and sincerely believes that only thru open discussion and negotiation with management can there be a meeting of the minds between employee and employer. Such a relationship is the only way possible for both factions to fully understand and appreciate their respective problems.

"In direct contrast to our determination to do our own housekeeping and wash our own dirty linen, we were greatly perturbed recently to read a news story in The Billboard, under the caption, 'Colorado Ops, Union Sign Labor Pact.'

"We were disturbed because we believe these men, thru necessity and in desperation, were compelled to turn a group of janitors and outsiders (Local 105, Building Service Employees) for council and guidance and admittance to their union.

"Our automatic phonograph and coin machine mechanics are members of a highly skilled craft, and yet with such skill, members of our industry seek and accept admittance to a window washers' and janitors' union.

"This is an example of the strange paradox that afflicts the coin machine mechanics of America," Passaro declared.

"With respect to Los Angeles, we have learned that there were several abortive attempts by outsiders to muscle in and take over phonograph and coin-operated devices. These onslaughts fell by the wayside and were resisted mainly because the control and management of that union was not in the hands of those who understand and work in our business.

"The members and officers of Local 2 not only welcome, but solicit the white glare of publicity. And we emphatically solicit the good will of operators, trade publications, employees of our trade, and of the public in general.

"We are making a sincere and honest attempt to improve wages and working conditions of our employees and to seek and maintain a decent and profitable operation for the employers. "The union thus far has 11 locals thruout the country, with requests for new affiliations growing," according to Passaro.

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1955 Mutoscope Drivemobile, good physical condition, only 3,800 plays. F.O.B. Denver, Colo. Highest offer gets.
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Opportunities TO IMPROVE YOUR Operation!
NOW DELIVERING:
BALLY "Circus" Regular Five-Ball Novelty Game.
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RENTALS CAN BE YOUR OPPORTUNITY TO GREATER PROFITS. LET'S DISCUSS IT!
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Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

Better Tone at Less Cost!
NEW CoMco HI-FI SPEAKERS
Hi Fi Corner Model $23.95
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Wall, $11.95 • Corner, $15.95 • Ceiling, $11.95

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Seeburg M-100-C	495.00
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Wurlitzer 1400	175.00
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Williams Crane	$165.00	Goalee	$65.00
Williams Pappy (phone)	Write	Wild West Gun	65.00
Big Horse Ride	295.00	Sportland Gun	120.00
Space Ships	195.00	Star Gun	95.00

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Super Baseball	50.00
Deluxe Baseball	50.00
Auto Photo, Model #9	1,795.00
Twin Hockey	195.00
Sidewalk Engineer	125.00
Photomatic	12[illegible].00
Exhibit Ant Machine	99.50
Scientific Rocket Ship	125.00
Six Shooter	95.00
Telequiz	95.00
Bat A Score	75.00
Genco Champion, 2 player, baseball	195.00
Batting Practice	7[illegible].00
Goldin	95.00
Ace Bomber	75.00
Sky Fighter	75.00
Derby Roll	125.00
Jeep Ride	75.00
Horoscope	175.00
Chic. Coin Steam Shovel	125.00
Pitch 'Em and Bat 'Em	75.00
Wizard Pen	75.00
Davy Crockett Gun	245.00
Rifle Gallery	145.00
Safari	225.00

BINGOS

Dude Ranch	$75.00
Gayety	85.00
Yacht Club	50.00
Hi Fi	85.00
Variety	90.00
Big Time	135.00
Nite Club	275.00
Rio	50.00
Nevada	50.00
Tahiti	50.00
Havana	50.00
Starlet	145.00
Miami Beach	145.00
Bally Surf Club	[illegible]50.00
Bally Palm Springs	7[illegible].00
Bally Beauty	60.00
United Monaco	175.00

AUTOMATIC POOL TABLES

Williams Score Pool	$7[illegible]
Chic. Coin Automatic Pool	7[illegible].00
Chic. Coin Hooligan	7[illegible].00
Williams Diamond Score	7[illegible].00
United Hi Score	75.00
Genco Baseball	75.00
Bally Booster Pool	75.00
Jumbo 4-Sided Pool	12[illegible]
Williams Star Pool	7[illegible]
Williams Olympic Pool	12[illegible].00
Williams Klik	1[illegible].00
Chic. Coin Advance Pool	75.00

PINS

Gay Paree	$425.00
King of Swat	225.[illegible]
Hi Hand (new)	[illegible]
Gottlieb Duette	[illegible]
Gypsy Queen	[illegible]
Screamo	[illegible]
Star Fire	[illegible]
Frontiersman	[illegible]
Hi Fly	[illegible]
Happy Days	[illegible]
Circus Wagon	[illegible]
Queen of Hearts	[illegible]
Arabian Nights	[illegible]
Slug Fest	[illegible]
China Town	[illegible]
Wonderland	[illegible]
King Arthur	[illegible]
Colors	[illegible]
Big Ben	[illegible]
Snafu	[illegible]
Blondie	[illegible]
Grand Champion	[illegible]
Pace the Clock	[illegible]
Spit Fire	[illegible]
Lazy Q	[illegible]
Four Star	[illegible]
Capri	[illegible]
Cyclone	[illegible]
Struggle Buggy	[illegible]
Sportsman	[illegible]
Guys & Dolls	60.00
Times Square	[illegible]
Skill Pool	[illegible]
Jockey Club	[illegible]
Happy Go Lucky	[illegible]
Diamond Lil	[illegible]
Army & Navy	[illegible]
Grand Slam	[illegible]
All Star Basketball	[illegible]
Flyin' High	[illegible]
Polar Pan	[illegible]
Thunderbird	[illegible]
Sky Way	[illegible]
Coronation	[illegible]
Dealer	[illegible]
Cutee	[illegible]

SHUFFLE ALLEYS

Shuffle Pool	$[illegible]
Chic. Coin Criss Cross Targette	[illegible]
United Super Alley	[illegible]
Fire Ball	[illegible]
ABC Bowler	[illegible]
Mystic Bowler	[illegible]
Williams Delight	[illegible]
Chic. Coin Triple Score	[illegible]
Advance Bowler	[illegible]
Criss Cross Bowler	[illegible]
Star Lite Bowler	[illegible]
Chic. Coin 6 Player Pool	[illegible]
Williams 6-Player Pool A Ball	[illegible]
Official Skill Ball [illegible]	24[illegible].00

MUSIC
AMI
All Converted to 45 RPM

Model A	$[illegible]
Model B	[illegible]
Model C	[illegible]
Model D40	225.00
Model E120	400.00
Model F120	[illegible]
Model G120	[illegible]

SEEBURG

Model V200	$[illegible]
Model C	[illegible]
Model HF100G	[illegible]

ROCK-OLA

Model 1448	$[illegible]
Model 1428	[illegible]

WURLITZER

Model [illegible]	$[illegible]
Model 1800	[illegible]
Model [illegible]	[illegible]

IMPORTANT: Inventory changes every day. If you don't see what you want, write, wire or phone today.
ACT QUICKLY!—ORDER TODAY!
⅓ with order, balance C.O.D.
DAVID ROSEN
Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA 23, PA.
PHONE: STEVENSON 2-2903

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of August 26, 1957)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM	$135.00	$ 39 50	$ 99 50
Model B (48) 40 sel., 78 RPM	179.50	125.00	149 50
Model C-40	199 50	85 00	125.00
Model C (50) 40 sel., 78 RPM	195.00	100.00	150 00
Model D-80 (51) 40 sel., 78 RPM	325.00	149.50	295 00
Model E-40 (53) 40 sel., 78 RPM	42[illegible] 00	225 00	345 00
Model E-80 (53) 80 sel., 45 RPM	445.00	295 00	375.00
Model E-120 (53) 120 sel., 45 RPM	565 00	35 00	395.00
Model F-80 (54) 80 sel., 45 RPM	595 00	475 00	545 00
Model F-120 (54) 120 sel., 45 RPM	675 00	395 00	595 00
ROCK-OLA			
120 Comet	$495 00	$475 00	$495 00
1428 (48) 20 sel., 78 RPM	99 50	49 50	95 00
1434 (50-51) 50 sel., 78 RPM	300.00	149 50	225 00
1436 A-(53) 120 sel., 45 RPM	150.00	150 00	150 00
1438 (54) 120 sel., 45 RPM	465.00	395 00	395 00
1446 Hi-Fi 120 sel., 45 RPM	725.00	625 00	695 00
SEEBURG			
HM-100-Hideaway (9/49)	$275.00	$189 00	$245 00
M-100-A (9/49) 100 sel., 78 RPM	200.00	169 50	175 00
M-100-B (10/50) 100 sel., 45 RPM	450.00	340 00	425 00
M-100-C (5/52) 100 sel., 45 RPM	595 00	45 00	495 00
HF-100-G (9/53) 100 sel., 45 RPM	625 00	550 00	615 00
HF-100-R	725 00	650 00	69[illegible] 00
100-W (9/53)	595 00	575 00	5[illegible] 00
WURLITZER			
1015 (46) 24 sel., 78 RPM	$ 95 00	$ 39 50	$ 65 00
1100 (47) 24 sel., 78 RPM	60.00	50 00	60 00
1250 (50) 48 sel., 45 or 78 RPM	129 50	75.00	125 00
1400 (51) 48 sel., 45 or 78 RPM	195.00	139 50	195 00
1450 (51) 48 sel., 45 or 78 RPM	250.00	175.00	219 00
1500 (52) 104 sel., 45-78 RPM Mix	399.00	250.00	295 00
1700 (54) 104 sel., 45 RPM	695.00	425 00	545 00
1800 (2/55) (W)	795.00	49[illegible] 00	595 00

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)	$100 00	$ 35.00	$ 65 00
Beach Beauty (1/55)	295.00	150.00	245.00
Beach Club (2/53)	55 00	30 00	30.00
Beauty (11/52)	160.00	49.50	85.00
Big Time (1/55)	225 00	94.00	1[illegible]5.00
Bright Lights (5/51)	95.00	40.00	65.00
Broadway (12/55)	350.00	155.00	295.00
Coney Island (9/52)	95 00	24.50	50.00
Dude Ranch (9/51)	80 00	49.00	80.00
Frolic (10/52)	135 00	40.00	90.00
Gayety (3/55)	190 00	45.00	85.00
Gaytime (6/55)	195.00	99.00	150.00
Hi-Fi (6/54)	75.00	49.00	70.00
Ice Frolics (1/54)	265.00	45 00	115.00
Miami Beach (9/55)	210.00	104 00	175.00
Nita Club (3/56)	400.00	195.00	350.00
Palm Beach (7/52)	65.00	50 00	60.00
Palm Springs (11/52)	90.00	29.50	90.00
Spot Lite (1/52)	85.00	25.00	49 50
Surf Club (3/54)	85 00	60 00	75.00
Variety (9/54)	125 00	39 50	100.00
Yacht Club (6/53)	65 00	44 00	60.00
CHICAGO COIN			
Basket Ball Champ (10/49)	$195 00	$125 00	$17[illegible].00
Saddle & Turf Club Model (10/[illegible])	145 00	105 00	145 00
GOTTLIEB			
C[illegible]natown (10/[illegible])	$ 65.00	$ 6[illegible] 00	$ 6[illegible] 00
Coronation (11/[illegible])	85 00	[illegible]	8[illegible] 00
C[illegible]s ([illegible]52)	65 00	55 00	6[illegible] 00
Daisy Mae (7/54)	$175.00	$150.00	$150.00
Derby Day (4/56)	240.00	215.00	240.00
Dragonette (6/54)	22[illegible].00	125.00	175 00
Duette (3/55)	265.00	185.00	225 00
Duette Deluxe (4/55)	250.00	225.00	245 00
Flying High (2/53)	65 00	65.00	65 00
Four Belles (10/54)	195 00	145.00	165.00
Four Stars (6/52)	65.00	50.00	5[illegible] 00
Frontiersman (11/55)	245 00	194.50	210 00
Gold Star (8/54)	200 00	150 00	150.00
Grand Slam (4/53)	110.00	75 00	1[illegible]0 00
Guys & Dolls (5/53)	135 00	45 00	95.00
Happy Days (7/52)	65.00	60 00	60 00
Harbor Lites (2/56)	210.00	175.00	210 00
Hit 'n' Run (3/[illegible])	75.00	30 00	75 00
Jockey Club (4/54)	165 00	100 00	134 50
Lady Luck (2 54)	190 00	134 50	155 00
Lovely Lucy (2/54)	175.00	114 50	130 00
Marathon (10/55)	325.00	265 00	295 00
Marble Queen (6/[illegible]3)	135 00	[illegible]75 00	95 00
Mystic Marvel (3/54)	130 [illegible]	130 00	130 00
Niagara (12/5[illegible])	6[illegible] 00	29 00	64 5[illegible]
Poker Face (8/[illegible]3)	125.00	75 [illegible]	11[illegible] 00
Quarette (2/52)	110 00	59 [illegible]0	110 00
Queen of Hearts (12/52)	110 00	55 [illegible]	99 00
Quinette (3/[illegible]3)	80 00	45 [illegible]	65 00
Score-Board (3/56)	250 00	225 00	225 00
Shindig (9/[illegible]3)	110 00	6[illegible] 00	110.00
Skill Pool (8/52)	65 00	6[illegible] 00	65.00
Stage Coach ([illegible]/[illegible]4)	195 00	16[illegible]	17[illegible] 00
Sweet Add-A-Line (7/[illegible])	250 00	16[illegible]0	175.00
Toreador (6/56)	275 00	275 00	2[illegible] 00
Tournament (8/55)	275 00	245 00	27[illegible].00
Twin Bill (1/5[illegible])	225 00	125 00	185 00
Wild West (8/51)	265 00	50 00	265 00
Wishing Well (9/[illegible])	245 00	265 00	2[illegible].00
UNITED			
Caravan (1/56)	$250 00	$165 00	$235 00
Circus (8/52)	85.00	45 [illegible]	5[illegible] 00
Havana (2/54)	60 00	45 00	45 00
Hawaii (6/54)	55.00	35.00	40 00
Leader (10/5[illegible])	75.00	7[illegible] 00	7[illegible] 00
Manhattan (4/5[illegible])	150 00	75 00	75 00
Mexico (3/54)	60 00	3[illegible] 00	45 00
Nevada (8/54)	195 00	50 00	125 00
Pixie (9/55)	175.00	99 00	12[illegible].00
Rio (11/53)	175 00	7[illegible] 00	105.00
Singapore (10/54)	195 00	65 00	110 00
Starlet (11/5[illegible])	175 [illegible]	16[illegible] 00	165 00
Stars (6/52)	6[illegible] 00	40 00	60 00
Tahiti (8/[illegible]3)	175 0[illegible]	50 [illegible]	90 00
Triple Play (8/[illegible])	12[illegible] 00	75 00	100.00
Tropicana (1/[illegible]5)	295 00	100 00	185 00
Tropics (7/55)	1[illegible].00	35 00	69.50
Zingo (10/51)	65.00	65 00	6[illegible] 00
WILLIAMS			
Army & Navy (10/55)	$ 90.00	$ 39 50	$ 60 00
Big Ben (9/54)	195 00	100 00	150 00
C. O. D. (9/53)	175.00	75.00	115 00
Colors (11/54)	135 00	125 00	125 00
Deluxe Baseball	18[illegible] 00	125.00	145 00
Disk Jockey (11/52)	85 00	30 00	85 00
Four Corners (11/52)	70 00	6[illegible].00	65 00
Fairway (6/[illegible]3)	60 00	45.00	45 00
Grand Champion (8/53)	135 00	115.00	125 00
Gun Club ([illegible]/[illegible]3)	95 00	39.50	75 00
Hayburner (6/5[illegible])	75 00	35.00	50 00
Jolly Joker (10/55)	150.00	95 00	95 00
Lazy Q (2/54)	125.00	59.50	99 [illegible]0
Nine Sisters (1/54)	135.00	59.00	115.00
Palisade (7/53)	95.00	49.00	90 00
Peter Pan (4/55)	165.00	150.00	150 00
Quarterback (10/49)	285.00	85.00	215.00
Race the Clock (1/55)	185.00	140 00	155.00
Rag-Mop 5-Ball (11/50)	150.00	145 00	145.00
Screamo (4/54)	55.00	45.00	4[illegible] 00
Sea Jockeys (11/51)	75.00	40.00	65.00
Singapore (10/54)	250.00	125.00	195 00
Sky Way (9/54)	12[illegible].00	65.00	65.00
Spitfire (2/55)	110.00	75.00	75.00
Twenty Grand (12/52)	85.00	35.00	85 00
Times Square (4/53)	65.00	40.00	40 00
Thunderbird (5/54)	125.00	125.00	125 00
Wonderland (5/55)	17[illegible].00	165.00	190.00
SHUFFLE GAMES			
Ace Bowler (CC) (9/50)	$295 00	$ 95 00	$[illegible]95 00
Advance Bowler (CC) ([illegible]/5[illegible])	199.50	95 00	100 00
Banner (U) (8/54)	135 00	95 00	1[illegible] 00
Bikini (K) (6/54)	195 00	125 00	[illegible]
Bonus Bowler (K) (3/54)	95 00	95 00	95 00
Bonus Score Bowler (CC) (4/5[illegible])	395.00	275 00	245.00
Capitol (U) (6/5[illegible])	350.00	225 00	295 [illegible]0
Carnival (K) (5/5[illegible])	185.00	14[illegible] 00	145 00
Chief (U) ([illegible]1/[illegible])	2[illegible] 00	6[illegible].00	140 00
Clipper (U) (5/5[illegible])	385.00	21[illegible] 00	29[illegible] 00
Clever Shuffle (U) (1/[illegible]3)	12[illegible] 00	39 50	75 00

SHUFFLE GAMES

	High	Low	Mean Avg.
C[illegible]ub (K) (4/53)	$ 75.00	$ 50.00	$ 6[illegible] 00
Comet Targette (U) (1/54)	350.00	12[illegible] 00	250 00
Criss-Cross (CC) ([illegible]1/5[illegible])	275.00	65.00	14[illegible]0
Criss-Cross Targette Regular (CC) (1/55)	95.00	85 00	85 00
Crown (CC) (4/53)	150.00	45 00	8[illegible]
Domino (K) ([illegible]/53)	50.00	95 00	95 00
Feature (CC) (7/54)	27[illegible].00	125 00	185 00
Fifth Inning Deluxe (U) (6/55)	395.00	225.00	295 00
5 Player (U) (1/5[illegible])	40.00	40 00	40.00
Fireball (CC) (11/54)	375 00	145.00	245 00
Flash (CC) (9/54)	335.00	195 00	195 00
Gold Cup (CC) (7/53)	155.00	75 [illegible]	1[illegible].00
Gold Medal (B) (3/[illegible])	195.00	175.00	195 00
Hi Speed Triple Score (CC) (8/53)	195 00	65 00	95 00
Hollywood (CC) ([illegible]/[illegible])	495.00	225 00	325.00
Imperial (U) (9/[illegible]3)	75 00	50.00	[illegible]
King (CC)	6[illegible]	200 00	120 [illegible]
League Bowler (U) (1/54)	1[illegible]5 00	75 00	1[illegible] 00
Lightning (U) (2/55)	295 [illegible]	225.[illegible]	2[illegible] 00
Magic (B) (12/54)	42[illegible]	300 00	325 [illegible]
Mars Deluxe (U)	395.00	185.00	245 [illegible]
Match Pool (Ge) (2/54)	99 50	75.00	80 [illegible]
Mercury (U) ([illegible]2/54)	150 00	150 00	15[illegible]
Pacemaker (U) (9 53)	149 50	5[illegible] 00	8[illegible]
Score-A-Line (CC) (9/[illegible])	475.00	425.00	425 [illegible]
Shuffle Pool (Ge) ([illegible]/5[illegible])	195.00	75 00	1[illegible]0
Six Player (CC)	50 00	45 00	4[illegible] 00
Starlite (CC) (5/54)	295.00	145 00	19[illegible] 00
Super Bonus Deluxe (U)	42[illegible].00	34[illegible] 00	3[illegible] 00
Super Frame (CC) (5/54)	135 00	125 00	125 00
Targette (U)	135.00	125 00	1[illegible] 00
Team Bowler (U) (1/54)	115 00	75 00	75 00
Team Bowler (K) (10/52)	75 00	49 50	[illegible]0 0[illegible]
Tenth Frame (K)	75 00	35.00	60 0[illegible]
Tenth Frame Bowler (CC)	95.00	40 00	60 0[illegible]
Thunderbolt (CC)	395.00	265.00	295 00
Triple Strike Bowler (CC)	425 00	225 00	295 00
Venus Deluxe (U) (3/55)	350.00	225 00	275 00
Venus Bowler	385 00	22[illegible] 00	32[illegible].00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watling.

	High	Low	Mean Avg.
A.B.T. Challenger (5/46)	$ 30 00	$ 25 00	$ [illegible] 00
Air Raider (K) (1/48)	1[illegible] 00	12[illegible]	1[illegible].00
Atomic Bombers (M)	125 00	125 00	1[illegible]5 00
Auto Photo (AP)	1795 00	1795 00	179[illegible] 00
Balloonamat (Capitol P) (1/5[illegible])	295 00	295 00	29[illegible]
Basketball (G)	225 00	150 00	195.[illegible]
Basketball (CC)	195 00	155 [illegible]	[illegible]95 [illegible]
Basketball Champ (CC)	195 00	19[illegible] 00	19[illegible]
Bat-A-Score (Ev) (8/48)	145 00	95 00	[illegible] 00
Big Broncho ([illegible]/[illegible])	395 00	395 00	3[illegible]
Big Inning (B) (4[illegible])	85 00	85 [illegible]	8[illegible]
Big Top (G) (6/54)	395 00	315.00	3[illegible]
Card Vendor (Ex)	5[illegible].00	50 00	[illegible]
Carnival Gun (U) ([illegible]0/[illegible]4)	3[illegible]0.00	195.00	[illegible]
Champion Baseball (G)	245.00	175.00	[illegible]
Champion Hockey (1/46)	12[illegible] 00	1[illegible] 00	1[illegible]00
Coon Hunt (S) (2/54)	150.00	100 00	12[illegible].0[illegible]
Dale Gun (Ex)	85 00	20 00	50.00
Defender (B) (1/40)	125.00	12[illegible] 00	125 00
Derby 4 Player (CC) (3/53)	145 00	145.00	145.00
Drivemobile (M) (7/54)	165.00	95 00	160.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	149 50	79 50	99.[illegible]
Football (M)	275 00	275.00	275.00
Goalee (CC) (1/46)	95 00	90.00	95 00
Harvard Metal Typer	125.00	125 00	1[illegible] 00
Heavy Hitter (B)	55.00	35 00	3[illegible] 00
Hi-Ball (Ex) (2/38)	95.00	95 00	9[illegible] 00
Hockey (C[illegible])	75.00	7[illegible] 00	[illegible]5 00
Home Run 6 Player (CC) (3/54)	2[illegible] 00	175 00	19[illegible]
Jet Fighter (W) ([illegible])	485.00	1[illegible]	18[illegible]
Jet Gun (Ex) (12[illegible])	1[illegible]	[illegible]0 00	1[illegible]
Jungle Gun (U) ([illegible]/54)	18[illegible] 00	[illegible]	1[illegible]
Kicker & Catchers	2[illegible] 00	18[illegible]	[illegible]
Lite League (W) (2/[illegible]4)	[illegible] 00	7[illegible]	[illegible]
Lord's Prayer (M) ([illegible]/[illegible]6)	395 00	39[illegible] 00	3[illegible]
Lovemeter (Ex)	2[illegible] 00	2[illegible]	[illegible]
Midget Movies (CC)	125 00	1[illegible]	[illegible]
Panoram (M[illegible])	[illegible]	3[illegible]	3[illegible]
Pennant Baseball (W)	1[illegible]	1[illegible]	[illegible]
Photomat[illegible] ([illegible]) (1/[illegible])	3[illegible]	2[illegible]	3[illegible]
P[illegible] ([illegible]) (1/49)	[illegible]	39[illegible]0	[illegible]

	High	Low	Mean Avg.
F[illegible] Fete (CC) (1/49)	$ 50.00	$ 39.[illegible]	$ [illegible].00
F[illegible]l Fare (C) [illegible]	99.50	45.00	[illegible].00
F[illegible]h m & Bar'm (S[illegible])	175.00	175.00	[illegible].00
F[illegible] Hunt (W[illegible])	395.00	325.[illegible]	345.00
F[illegible]p Up	25.00	14.50	2[illegible].00
[illegible]lerbacks ([illegible]) (9/55)	350.00	200.00	325.00
[illegible]ifle Gallery (G) (6/54)	175.00	95.00	[illegible]5.00
R[illegible] the World Trainer (C) (1[illegible]/[illegible])	425.00	3[illegible]0.00	425.00
R[illegible] Musteng Horse [illegible]	375.00	3[illegible]5.00	3[illegible]5.00
[illegible]fari (W) (2/54)	365.00	225.00	313.00
[illegible] Br[illegible] Up	95.00	95.00	95.00
[illegible] the Bear (S[illegible])	150.00	125.00	125.00
[illegible] Gallery (Ex) [illegible]/[illegible]4	175.00	175.00	[illegible]75.00
[illegible]walk Engineer (W) [illegible]	175.00	150.00	1[illegible]0.00
S[illegible]er B[illegible]lets (Ex) (11/49)	125.00	125.00	125.00
[illegible]ver G[illegible]ves (M)	2[illegible]5.00	165.00	195.00
[illegible] S[illegible]ter (Ex)	12[illegible].00	50.00	95.[illegible]
[illegible] Fighter (M[illegible]) (9/53)	135.00	110.00	1[illegible].00
[illegible]ay G[illegible]ner (C[illegible]) (9/53)	[illegible]35.00	125.00	125.00
[illegible]ky Gunner (CC)	12[illegible].00	125.00	1[illegible]5.00
S[illegible]y R[illegible]cket (G[illegible]) (5/55)	260.00	215.00	235.[illegible]0

	High	Low	Mean Avg.
Space Gun (Ex)	$125.00	$ 85.00	$ 95.00
Space Ship	350.00	200.00	325.00
Sportland (Ex) (11/51)	165.00	95.00	15[illegible].00
Sportsman (K) (11/54)	195.00	125.00	175.00
Standard Metal Typer	325.00	199.00	275.00
Star Series (W) (4/49)	89.50	79.50	89.50
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	250.00	125.00	225.00
Super Jet (CC) (4/53)	295.00	224.50	225.00
Super Slugger (U) (7/55)	395.00	295.00	350.00
Telequiz (T) (1/49)	95.00	50.00	90.00
Treasure Cove (Ex) (6/55)	295.00	215.00	295.00
Undersea Raider (2/46)	125.00	125.00	125.00
World Series (W) (4/51)	99.[illegible]0	55.00	95.00
Zingo (U) (1[illegible]51)	165.00	65.00	65.00

VENDING MACHINES

	High	Low	Mean Avg.
Acorn 5c or 1c	$ 10.00	$ 10.00	$ 8.50
Columbus 1c Bulk	6.50	6.50	6.50
Du Grenier (11 Col.)	87.50	87.50	87.50
Du Grenier Tab Gum 16 Col.	14.50	14.50	14.50

	High	Low	Mean Avg.
Electro (8 Col.)	$ 95.00	$ 95.00	$ [illegible].00
Electro (10 Col.)	125.00	125.00	[illegible]2[illegible].00
Master 1c & 5c Bulk	8.50	8.[illegible]	8.[illegible]
Mills Candy (5 Col.)	65.00	65.00	65.[illegible]
Mills Tab Gum (6 Col.)	17.50	15.95	[illegible]
National M-9A (9 Col.)	165.00	95.00	[illegible]
National 930	95.00	9[illegible].00	[illegible]
National 950	110.00	110.00	[illegible]
Northwestern 39, 1c	7.95	7.95	7.95
Northwestern 33 Ball Gum	6.50	6.[illegible]0	6.[illegible]
Northwestern 49, 1c	12.50	12.00	[illegible].50
Northwestern Deluxe 1c & 5c	12.[illegible]	12.00	12.00
P X (8 Col.)	85.00	85.00	85.00
P X (10 Col.)	110.00	110.00	[illegible]
P X Electric	95.00	75.00	85.[illegible]
Rowe Candy (8 Col.)	60.00	60.00	6[illegible].00
Rowe Crusader (8 Col.)	97.50	97.[illegible]	[illegible].50
Silver King 1c	8.50	7.45	7.45
Silver King 5c	9.95	7.[illegible]0	8.50
Stoner Candy (6 Col.)	110.00	80.00	[illegible]
Stoner Candy (8 Col.)	165.00	110.00	[illegible]
Uneeda Model E (8 Col.)	45.00	45.00	45.00

Coinmen You Know

Twin Cities

By JACK WEINBERG

Lew Rubin, sales manager for Lieberman Music Company, escaped injury Saturday (3) when he racked up his automobile while successfully avoiding a collision with a car carrying children. He was en route to Eau Claire, Wis., when the mishap occurred at Knapp, Wis. He scraped off the highway, into a ditch and then came to rest against a building, doing $600 damage to his car. . . . Solly Rose, Sandler Distributing Company, his wife and their eldest son are vacationing in Los Angeles. They drove out with friends, stopping in Las Vegas en route. The Roses will return by airplane.

Laverne Tschappat, Tracy, Minn., seriously injured in an automobile accident several months ago and hospitalized for two months, came to the Twin Cities last week to show coinmen he's still in one piece. . . . Hy Sandler, head of the wholesale record division at Lieberman Music Company, flew to Los Angeles last week for a visit with the Dot Records people there, returning to his desk by midweek.

Gordon Wornson, Mankato, Minn., is back from a five-week vacation in New York, Washington and other points on the East Coast. He stopped in the Twin Cities to shop. . . . The Fedam food machine line now is being distributed in Minnesota, Wisconsin, Iowa and Nebraska by Lieberman Music Company. . . . Bob Ahearn, LaMour, N. D., was in the Twin Cities buying pin games. . . . Lawrence Balow of Eau Claire, Wis., came to town to trade old games for newer ones.

Irene Lake, bookkeeper at Lieberman's, who has been vacationing in Los Angeles, extended her visit because of the illness of her mother who resides there. . . . Sam Karter, Minneapolis operator, reports business has been spotty this summer, but expects to see the fall and winter season pick up considerably. He is thinking of putting pin games into some of his locations.

Harold Harter, serviceman for Sandler Distributing Company, is in Mount Sinai Hospital, Minneapolis, again, recovering from surgery. . . . Don Bolier, Baldwin, Wis., added several new pieces of music to his route. . . . Al Eggermount, Marshall, Minn., was shopping in town. . . . Arnold Brevick, Watertown, S. D., stopped in to buy pin games. . . . Pete Vanderhyde, Dodge Center, Minn., came to town for games. . . . Irv Sandler, Sandler Distributing Company, says United's Hi Score bowler is a scoring proposition for his firm, helping him enjoy the best July he has had since opening his Minneapolis office several years ago. . . . Frank Phillips, Winona, Minn., bought music.

Denver

By BOB LATIMER

Lee Wyscaver, president of Associated Phonograph Owners of Colorado, has announced his resignation, due to heavy business commitments which made management of the Association's activities "almost impossible." . . . Charlie Cousins, veteran Denver phonograph operator, is back on the job, following an operation and convalescence at home.

Mrs. Vivian Ludi, secretary to Pete Geritz, of Mountain Capitol Distributors, is convalescing at home following an operation. Geritz is holding down the fort single handed.

Paul Scott, phonograph operator from Landers, Wyo., escaped serious injury when his car was demolished in an accident during early July. Scott was thrown from the car without injury after a head-on smash. . . . Johnny Huber, son of Frank Huber, operator of Century-Supreme Music Company, is "following in his father's footsteps," learning the ropes of record distribution as a summer-time employee of Mountain Distributors, AMI distributors in this area.

Elton Dinass, operator of Dinasa Music Company, Boulder, expects a record here for the 1957 fall and winter term, with nearby Colorado University announcing an enrollment of more than 10,000 students in 1957-1958 school year. College students will account for at least half of the population of Boulder.

Sam Saradinn, owner of Salli Music Company, reports that closing of the greyhound racing track in Pueblo did not help his slow volume. "Instead, the same people are loading up in buses every night for the 50-mile trip to Colorado Springs, where the greyhound season has just begun," Sam complains.

Bill Storey, Denver phonograph operator, has returned from a two-week vacation in Las Vegas. . . . Walter Clevenger has bought the phonograph routes formerly operated by Ace Music Company, with headquarters in Five Points. . . . Tom Bean, head of Tom Bean Music Company, is convalescing at home following a three-week stay in a Denver hospital.

Little Rock

By ELTON WHISENHUNT

Phil Marks, of Phil Marks Music Company at nearby Hot Springs, is concerned over the recent Supreme Court ruling putting bingo pin games in the same classification as slots. Hot Springs has been pretty much an open tourist town and this will put a crimp in his business. . . . J. Earl Gill, of Gill Amusement Company, Hot Springs, is putting out new 200 phonographs on his route. He also recently bought 100 new candy vending machines and is going into that business.

Wilbur Green, owner of Spa Amusement Company, Hot Springs, recently bought a restaurant as a move toward diversification. . . . W. E. Lewis, Lewis Novelty Company, reports the Supreme Court ruling has also hurt his business. He believes the ruling will close down some small taverns.

Duane Faull, Faull Amusement

(Continued on page 96)

BINGO MECHANIC WANTED

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"CONSOLETTE"

Replaces from 4 to 8 Wallboxes!

- Remote control
- Volume control
- 60"x27"x18"
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- Distributorships Available

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COIN MACHINE DIST. CORP

821 So. Salina St.

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RATE 20¢ a word—Minimum $4.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt) and displayed to best advantage. No illustrations or cuts permitted.

RATES: $1.00 a line—$14.00 per inch

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In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

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Routes for Sale

TWENTY FIVE KIDDIE RIDES, 23 ON location. $600 per month average operator's share. Asking $8,500; cash only. Contact Bill Greubard, 21 Wanaque Ave., Pompton Lakes, N. J.

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CASH! HIGHEST CASH PAID FOR C.C. Rainbows, Bull's-Eyes, United, Genco, Williams Lines and Baseballs. Allied Coin Machines, 786 Milwaukee, Chicago 22, Ill. Or call: CA 6-6280. se6

FOR SALE—ALL TYPES OF USED CIGArette Machines, also all types of Bingo Games. Write Frank Guerrini, 1211 West 4th St., Lewistown, Pa. se9

FOR SALE — PINGAMES. PIXIE, $100; Starlet, $100, Hunters, $250. Scioto Novelty, Inc., 1909 8th St., Portsmouth, Ohio. Phone: El. 34170. se16

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 48's, Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Gabe, 999C Spring Garden St., Philadelphia 23, Pa. ch-tfn

JUKE AND PINBALL ROUTE IN WEST. Want good clean route. List equipment and price. Box M 204, c/o The Billboard, Cincinnati 22, Ohio. se16

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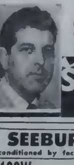

IN THE GREAT WEST

SEEBURG V-200's	$575.00
WURLITZER 1700	575.00
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SEEBURG 3W1 WALL BOXES	39.50

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Reconditioned by factory-trained mechanics. Clean inside and out

M100W	$575
M100C	475

G120	$650
G200	750
F120	595
E120	450
D80	295

6200 New—Write for Special Price

Terms: ⅓ cash with order, bal. C.O.D. or draft.

General MUSIC SALES CO., INC

Exclusive Factory Distributors AMI Phonograph & Music Equipment

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BIG BINGO BUYS!

3 NITE CLUBS $225 ea.
1 SINGAPORE .. 25
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The 6-POCKET POOL TABLE
YOU asked for . . .
Dependably—Trouble Free—
Requiring No Service Calls—
IS . . .
Valley
. . . featuring
an Entirely New Mechanism,
Thoroughly Location Tested!
And for the Best Buy in
BUMPER POOLS
it's VALLEY, too, of course!
The Tables of
"Cadillac Quality"
. . . built to insure years
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Write...Wire...Phone
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15th YEAR OF QUALITY PRODUCTS
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QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN

IF IT IS COIN-OPERATED, WE HAVE IT, NEW OR USED—BINGOS—MUSIC—CIGARETTE, CANDY & DRINK MACHINES—PHONE OR WRITE.

PIN GAMES

ARMY & NAVY	$ 60.00	HOT DIGITY	$275.00
BANG WAGON	375.00	JOKER	75.00
BIG RIG	175.00	JUST 21	90.00
BOOMERANG	125.00	KEWPIE	50.00
BOWLETTE	60.00	MAJORETTES	90.00
CIRCUS WAGON	225.00	MINSTREL BALL	75.00
C.B.D.	75.00	MYSTIC MARVEL	125.00
COLLEGE GAZE	90.00	NIAGARA	110.00
CORONATION	125.00	OLYMPIC GAMES	125.00
CU TEE	95.00	OKLAHOMA	90.00
DIC ICE	65.00	PARATROOPER	125.00
DISC JOCKEY	90.00	PICCADILLY	150.00
DIXIELAND	90.00	PLAYBOY	65.00
FAIR WAY	60.00	POWER PACK	85.00
FOUR FRIGHT	60.00	QUARTETTE	60.00
FOUR HELLS	150.00	QUINTETTE	60.00
FOUR CORNERS	60.00	RACE THE CLOCK	101.00
FOUR STARS	60.00	RIVIERA	125.00
GUYS & DOLLS	75.00	RED SHOES	90.00
HAY BURNER	60.00		
HIT 'N RUN	65.00		

ARCADE EQUIPMENT

ATOMIC BOMBS	$135.00	BOOM	$ 90.00
AUTO PHOTO	1,795.00	GENCO GYPSY FORTUNE TELLER, new	Write
BALLOONOMAT	595.00	GENCO MIA	125.00
I.PL. BASKET-BALL	995.00	GRAND PRIX	125.00
C.C. HOCKEY	995.00	HOME CARE	125.00
CHAMPION HOCKEY	750.00	HARVARD METAL TYPES	125.00
CHESTER POLLARD FOOTBALL	90.00	HAYBURNERS	75.00
C.C. SHAM	125.00	HOT SHOT	90.00
CRANE	995.00	IDEAL POST VIBRATOR	140.00
BALE RUNS, new	Write	JEY PIER, WWE	125.00
BALE SUN, ea.	49.00	KEENEY AIR	150.00
DRIVE YOURSELF	895.00	KEENEY DUX	125.00
EVERY BAT'A TROOPER	140.00	LITTLE LEAGUE	125.00
DR. LOVE METERS	140.00	LARGE PL. LOVE TESTER	125.00
FLYING SAUCER	125.00	MIDGET MOVIES, 16 mm.	125.00
		PICTURES	85.00
		MERC. GRIP LO MODE	75.00
		MUTO. PHOTO. MAT	295.00

18 Shipman's Film Vendors, like new.
Slot operation ..... $175.00 each

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Before Attending the

CLEVELAND COIN MACHINE EXCHANGE Inc.
2020 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

COINMEN YOU KNOW

• Continued from page 95

Company, Hot Springs, recently returned from a vacation at Miami. He made the trip in his new Chrysler Imperial. . . . R. G. Jennings, Jennings Coin Machine Company, also took a vacation trip to Miami. . . . Van Eddinger, Van Eddinger Music Company, and others report their music business going well despite the hot weather. Tourists this year have come in greater numbers than before.

Dean Hosey, music and game operator at Nashville, Ark., recently bought Richard Musgrave's small route. . . . Lynn Farr, Central Music Company at Texarkana, Ark., recently put Luther Davis in charge of operating his route. Farr is busy building a subdivision of new homes.

Earnest Vathis, Twin City Amusement Company, Texarkana, Ark., recently opened a record shop. He said the record-selling business is brisk for this time of year and credits the trend to 45's as one of the reasons for it. He also credits Elvis Presley with doing a lot to stimulate the record business. . . . Roy Rumsley, Rumsley Music Company, Texarkana, Ark., is recovering from a recent heart attack.

INVESTMENT OPPORTUNITY!

Southern California Music and Game Route for sale. Gross over $100,000 yearly, with location leases. Present owner operating 15 years. Will show bonafide $50,000 A.Y.N. Billboard, 1536 North Gower Street, Hollywood, California

BEST IN THE MIDDLE WEST

United STAR SUPER SLUGGER	$325.00
Genco HI FLY BASEBALL	225.00
Genco CHAMPION BASEBALL	225.00
Williams A BAGGER	345.00
Keeney CROSS COUNTRY (New)	Below Cost
Gottlieb ACE HIGH	$275.00
Gottlieb SKILL POOL	65.00
Gottlieb FOUR STARS	65.00
Gottlieb HAPPY DAYS	65.00
Gottlieb CHINATOWN	65.00
United PIRATE GUN	325.00
Exhibit TREASURE COVE GUN	225.00
Keeney SPORTSMAN GUN	175.00
Genco RIFLE GALLERY	150.00

THE LARGEST GAME STORE
UNIVERSITY Coin Machine Exchange
850 Mc. High St. Columbus 8, OHIO
Tel: AXminster 4-3525

Boston Suburb

• Continued from page 92

time runs out there will be no more.

Selectmen first considered studying the method used in Waltham where a single operator runs all of the machines in the city. This, however, was rejected after several complaints of machines being used for gambling. The move was taken after a harrower over was fined $50 for using the pinball machine in his establishment for purposes of gambling.

Since the terms of the selectmen have two more years to run it is believed unlikely that any change in the new edict will be made before then.

During this session of the Massachusetts Legislature a bill was sent into committee proposing the banning of pinballs throughout the State. Nothing has been heard of the bill for some time and it is thought unlikely that any news will be made to bring it out of committee before the Legislature ends its session sometime in early September.

Meanwhile, in Boston, where pinballs had a rough time recently, the number of licensed machines is steadily rising. The fee was raised at the beginning of the year from $30 to $35 per machine and the Mayor had to veto an ordinance demanding $100.

When new chairman of the Boston Licensing Board, Clarence R. Elam, took office it was reported that he took a dim view of the always-growing this and aroused public sentiment against the machines there are reported to be nearly 250 licenses more than the 560 issued in Boston in 1956.

Tourney Play

• Continued from page 92

stakes could be solved, at least in time.

A number of operators and distributors around the country have made the effort and profited handsomely by it. Others have succeeded in establishing tournament play only to find local authorities step in and shut it off.

Some tournaments have met with such success and popularity that playoffs among the top individual players are held and presented on TV. Other spectacular tourney arrangements operate in small town or city areas, or among selected groups of taverns locations.

Tournament action, however successful it may be in some areas, is at best spotty. It takes more effort, more organization and a national tie-up to make it a major factor in the coin game trade.

How are such tournaments organized? Next week's article will outline the plans currently used by several operators and distributors who have made a success of tournament play, and what manufacturers are doing to help.

announcing...

The Billboard's
Annual Fall
Coin Machine
MARKET REPORT ISSUE
Dated September 30

- TOP EDITORIAL FEATURES in the MARKET REPORT ISSUE will contain such articles as

"What's Being Bought and Sold."
"How Is '57 Shaping Up for Juke Boxes."
"Amusement Game Business."
"What Do Legislatures Say on Pinballs?"
"Amusement Game Tax and License Laws."
. . . and More.

- Fall is BUYING TIME for thousands of juke box, game and vending operators. It stands to reason that this is the time to make your all out sales pitch to operators.

Your ad, run in The Billboard's Fall Coin Machine Market Report issue, reaches more than 7,500 big operators who buy 95% of all juke boxes, amusement games and supplies . . . and reaches them when they're primed to BUY.

- REGULAR ADVERTISING RATES APPLY TO THIS IMPORTANT ISSUE

WRITE, WIRE OR CALL ONE OF THE BILLBOARD OFFICES LISTED BELOW AND GET COMPLETE DETAILS.

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INCREASE YOUR TAKE WITH Shaffer fall Specials

SEEBURG V-200
200 Selection
$849.50
Using Transistor Type Diode and Selection Switching WITHOUT TUBES. Completely Reconditioned and Refinished.

SEEBURG 3W-1
100 Wall Boxes
$49.50
- Chrome Covers
- New Buttons
- New Instruction Plates
- Completely Reconditioned

WURLITZER

Model 2000 (200 Sel.)	$695.00
Model 1800	595.00
5206 Wall Boxes	39.50

AMI

E-120	$395.00
D-40	149.50
Model C	99.50

SEEBURG

HF100R	$700.00
M100C	525.00
HF100G	615.00
M100B	425.00

Write for Illustrated Catalog

SHAFFER Music Company
In the Coin Machine Business Over 25 Years

Columbus, Ohio
849 N. High St.
AX 4-4614

Cincinnati, Ohio
1200 Walnut St.
MAin 1-6310

Indianapolis, Ind.
1327 Capitol Ave.
MElrose 4-3571

Hoosier City

• Continued from page 92

N. Y. Spolnik said that, according to New York State officials, a laboratory spot check of 73 machines revealed that only 25 per cent were safe.

The inspections will be made by members of his department, City Electrician Anthony Smolen and the Hammond Safety Council, Chief Spolnik announced.

Capt. Verlyn Mack, who heads the inspection bureau of the city's fire department, said that his inspectors will seek answers to two questions:

1. Is the wiring defective?

2. Are the machines correctly grounded?

Spolnik cautioned operators against bad grounding. Unless the grounding is sound, the tragedy of Port Chester might find repetition elsewhere, the chief warned.

He added, however, that for the time being, at least, no inspections will be required before installation.

ROUTE FOR SALE

Well established excellent paying route near West Coast. If you want to re-locate and operate the type of route you've always wanted or if you are anticipating entering the operating business, you should look into this immediately. This route is worth approximately $100,000 at list price and will pay out entirely in one year or less. Will sell to responsible party for $35,000 down and finance balance for 12 or 24 months at 6%. Please don't answer unless you have cash required. Will not consider less or trades, owner ill and retiring from business.

Write to Box 906
The Billboard
188 W. Randolph St., Chicago 1, Ill.

SPECIAL MUSIC SALE!

SEEBURG

V-200	$665.00
8, RI-100	365.00
C-100	475.00

ROCK-OLA

1438	$425.00
1446	495.00
1448	625.00
1436 (78 RPM)	150.00
AMI G-200	$665.00

25% With Order—Bal. C.O.D.
We have all the latest phonographs for sale—every make and model—at lowest prices. Write your needs.

25 YEARS OF SERVICE
SEACOAST DISTRIBUTORS, INC.
1200 North Avenue, Elizabeth 4, N. J.
Bigelow 8-3524

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LIKE NEW IN APPEARANCE AND CONDITION—
NOTE THE VERY LOW PRICES

BOWLERS

EXHIBIT RINGER BALL	$100.00

ARCADE

GENCO QUARTERBACK	$140.00

PIN GAMES

WILLIAMS PENNANT	$100.00
WILLIAMS WORLD SERIES	00.00
WILLIAMS SUPER WORLD SERIES	60.00
WILLIAMS DELUXE BASEBALL	85.00
WILLIAMS SPITFIRE	75.00
WILLIAMS HANDICAP	40.00
WILLIAMS GUN CLUB	40.00
WILLIAMS PARATROOPER	30.00
WILLIAMS SPARK PLUG	30.00
WILLIAMS THUNDERBIRD	85.00
GOTTLIEB 4 BELLES	125.00
GOTTLIEB GRAND SLAM	60.00
GOTTLIEB MYSTIC MARVEL	120.00
GOTTLIEB POKER FACE	75.00
GOTTLIEB SUPER JUMBO	225.00

POOL TABLES

EXHIBIT SKILL POOL TABLES	550.00
EXHIBIT KING SIZE POOL TABLES	75.00

KIDDIE RIDES

OSCO ROCKET SHIP	$250.00

GUNS

GENCO RIFLE GALLERY	$150.00

We are distributors for Rock-Ola.
MODERN DISTRIBUTING CO.
3222 Tejon St. Denver 11, Colo.
Phone: GRand 7-4534

250G Question

• Continued from page 92

Germany, Belgium, Switzerland and Italy. Ease of import restrictions and enthusiastic acceptance by the people are credited as main factors.

As to the future, Gisser sees prime expansion occurring in the Middle East, where up to now, dollar exchange quotas have been tight. However, there are signs of easing in this area, and Gisser sees prospects for extended trade bright.

Israel Market

Toward this end, a key stop in his travels will be Israel, where currently no exports are made. However, the city has a large Arcade and outdoor park, which appropriately enough is called Coney Island. Here the market for games, phonographs and vending machines appears excellent, with import restrictions being the only obstacle to overcome.

On the personal side, Gisser does expect to combine some pleasure with business. He'll be accompanied by his wife, with the trip being the first European visit for both. Possibly one highlight for both will be the scheduled spending of the High Holidays in Israel. Also on the agenda is a trip to the Tivoli in Denmark and a visit with the Rothschilds in Zurich.

Genco Preems

• Continued from page 92

lect his zodiac sign, which lights up on a zodiac chart on cabinet.

Two Coin Chutes

The patron can get either a fortune card at a nickel, or a horoscope at a dime, with two separate coin chutes on either end of the cabinet. Fortune or horoscope, which are held in 13 separate columns in the machine corresponding to the zodiac signs and the fortune selection, are delivered in the form of a cylindrical pellet.

Cabinet, which is of natural wood in a royal blue flush color and metal grilled in front, is about 22 by 22 inches, 5½ feet high. It is topped with a carnival-type design and plastic dome.

Al Warren, Genco sales manager, said that the machine is designed especially for location at Arcades, bus depots, train stations, department stores, and similar spots.

Warren also stated that other new machines are expected to be introduced in the coming weeks. He did not disclose what types of machines these may be.

Miami Scare

• Continued from page 92

that three-way plugs are installed.

The operator of the machine said he had checked it and found it in order. The machine's plug was a two-pronged plug with a short ground wire. The operator said he thought the child must have had on "something wet."

E. C. Knox, Miami's building inspector, said the city investigates only when it hears of violations. Its inspectors reportedly do not make systematic check-ups on the machines. Knox said Miami regulations provide that any metal-surfaced machines with electrical motors require either three-pronged plugs or two-pronged plugs with ground wire attached.

While no investigation of the incident was immediately planned by the city, two other locations intended to ask operators to remove their machines, and three more said they would insist that operators cover them with insurance to protect them against any claims.

The location at which the accident occurred is one of a chain of dime stores, and it was feared that the rest of the stores in the chain would remove their rides.

Juke Atty. To Fed. Post

WASHINGTON — Nomination of John F. Floberg, attorney for the Automatic Phonograph Manufacturers' Association, to a post on the Atomic Energy Commission was approved by the Senate last week (15).

Floberg was associated with the law firm of Kirkland, Fleming, Green, Martin and Ellis. He will succeed commissioner Thomas E. Murray, whose term expired June 30.

Floberg's term with the AEC will expire in June of 1962.

Perry Patterson, of KFGM&E will assume the duties as attorney for the phonograph manufacturers.

DRACO'S DRASTIC DEALS

Wurlitzer Model 2000	$975.00
Wurlitzer Model 1900	895.00
Wurlitzer Model 1800	795.00

All Fully Shopped and Clean
It Pays to Buy Wurlitzer From a Wurlitzer Distributor

DRACO SALES COMPANY
2005 West Alameda
Denver, Colorado
Phone: Sherman 4-1797

NOW DELIVERING

★ **BALLY A.B.C. TOURNAMENT** 12½ & 14 ft.
Bally, Sun Valley, Bike, The Champion, Model T and Toonerville Trolley

★ **ROCK-OLA PHONOS** — 50, 120 & 200 Selection

Call or write us for best prices on thoroughly reconditioned late model phonos, pinballs and games.

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BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

NITE CLUB	$350.00	GAYETY	$90.00
BROADWAY	275.00	PALM SPRINGS	90.00
MIAMI BEACH	150.00	DUDE RANCH	80.00
GAYTIME	150.00	HI-FI	70.00
VARIETY	100.00	YACHT CLUB	60.00

Immediate Delivery. ½ Deposit.
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WORLD'S BEST by Any Test . . . WORLD WIDE!

UPRIGHT GAMES

SKEET SHOOT	$395
BIG HORN	295
GUNSMOKE	295
COUNTY FAIR	325

5-BALLS

2-PL. FLAGSHIP	$335
2-PL. BALLS-A-POPPIN'	245
4-PL. SCOREBOARD	225
ACE HIGH	285
DERBY DAY	210
GOLD STAR	145

PHONOGRAPHS

SEEBURG 100J	$825	SEEBURG M-100R	$395
SEEBURG 100R	725	SEEBURG M-100A	195
SEEBURG HF-100G	610	A.M.I. C-80	575
SEEBURG M-100C	495	A.M.I. F-80	525

FISCHER 6-POCKET POOLS LIKE NEW—only **$175** EA.
ELECTRIC SCORE POOLS, $35 EA.

ARCADE

Wms 4-BAGGER	$275
United CARNIVAL GUN	155
Genco STATE FAIR	295
Ex. JUNGLE HUNT	225
Wms 6-PL. ROLL A BALL	295
Gen. OFFICIAL SKILL BALL	225

BINGO GAMES
Quantities Available
LOWEST PRICES!
CALL TODAY!

ALL EQUIPMENT IN STOCK—THOROUGHLY RECONDITIONED!

Cable Address "GAMES," Chicago

Terms: ⅓ Deposit, Balance Sight Draft.

233 N. Western Ave Phone: EVerglade 4-2300

JOE ASH says:

YOU OWE IT TO YOURSELF!

ask about our

RENTAL PLAN

DON'T DELAY! CALL TODAY!

Exclusive Distributors for Wurlitzers, O Gottlieb and Exhibit in S. Jersey, Del and E. Penn
Caste Advertising COMAC Philadelphia, Penna

ACTIVE AMUSEMENT MACHINES CO.

You can ALWAYS depend on ACTIVE ALL WAYS

660 N. Broad St., Phila. 30, Pa. • PHone 5-6400
Write or wire for prices

WANTED

SEEBURG V200's, HF100G's, M100B's

200 BALLY BINGO GAMES

Consisting of Dude Ranches, Surf Clubs, Hi-Hi's, Variety, Gayety, Palm Springs, Ice Frolics.

100 UNITED & CHICAGO COIN SHUFFLE ALLEYS

Any Quantity GOTTLIEB & WILLIAMS PIN GAMES

From 1955, '56 & '57

Exclusive Gottlieb, Williams, Seeburg, Genco and International Motoscope Distributors.

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

JUMBO IN SIZE

JUMBO IN QUALITY

JUMBO IN PROFITS

...BY UNITED

Call Now!

United's DE LUXE BOWLING ALLEY
Wms.' KINGS—Single Player Five Ball
Wms.' DELUXE 1957 BASEBALL—Best Ever
Genco's LUCKY SEVEN—New Roll Down

PHONOGRAPHS

Steam Cleaned Reconditioned

Seeburg V200	$725.00
Seeburg 100J	795.00
Seeburg HF100R	695.00
Seeburg HF100G	595.00
Seeburg M100C	515.00
Seeburg M100B	415.00
AMI G200 (New)	795.00
AMI G120	685.00
AMI F120	585.00
AMI E120	395.00
Wurlitzer 2000	725.00
Wurlitzer 1800	595.00

BRAND NEW CLOSEOUTS

SACRIFICE PRICES

- Williams CRANE
- Williams PEPPY
- Genco CIRCUS GUN
- Genco DAVY CROCKETT

½ Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. CHICAGO 22, ILL. Phone: EVERGLADE 4-2000

ONLY THE BILLBOARD—

among over-all entertainment weeklies—is a member of the AUDIT BUREAU of CIRCULATIONS.

Standard Specialty Showing

• Continued from page 83

made for expansion. A wall along a vacant lot owned by Fraga was constructed with removable sections to allow entrance to the added space, if needed.

One section of the building is devoted to manufacture with all shipments received in this area. Here also is a 60,000-pound sugar installation and one for 40 barrels of corn sirup. Sugar will be air blown into storage and the dispensing controlled automatically. The candy-making section will be air conditioned and the ball gum pans cooled with refrigerated air.

The company also plans to package nuts and candies for the tavern and grocery trade.

Nuts will be vacuum sealed in polyethylene bags that will aid freshness. A machine will also produce polyethylene and cellophane bags to specifications. Charms are also packed in polyethylene bags.

The new building, constructed of concrete, is air conditioned. The supply section is immediately behind the offices, with adequate door space for outgoing shipments. Counter sales as well as domestic and foreign shipments will be processed here.

The machine display room is located on the second floor over the offices, the only portion of the building not at street level. Also in this area are Fraga's offices.

During the three days, the Fragas held open house. Food was served buffet style. Mrs. Fraga prepared the food with Mary Vitcovick, Mary Alberts and others assisting in the serving. Beverage section was handled by Velma Hathaway, of Oak Manufacturing Company, and Tom Rathfield.

Among those attending were Barbara and Bert Fuller, San Mateo; Sam Weitzman, Los Angeles; Meyer Abelson, Pittsburg; S. H. Bloom, Los Angeles; Buby and Stanley Marquis, Midred and Leo Steitz, Fresno; Charles Desrosin, Yacaville; Cathryn Marge and Bob Strehl, Berkeley; Warren G. Blaik, El Sobrante; Ted Essad, San Francisco; Marie and Frank Rogers, Piedmont; Mr. and Mrs. F. Hollberg; Jean Thomason; Margaret Leite, Hayward; William J. Perry, San Francisco; Nora Olson, San Francisco; J. Willows, Hayward.

Norman Alberts, Fred Bondi, George Barcia, San Francisco; Alice and Leo Strickler, Piedmont; Mr. and Mrs. Charles Richesin, Stockton; Lee Stallings, Oakland; Mr. and Mrs. R. J. Waughted, Joplin, Mo.; Max Lautzeo, Crockett; R. B. Wilkinson, San Mateo; Frank Fleming, Redwood City; Opnia Simms, Modesto; M. L. Alcorn, Modesto; Joseph Fitzpatrick, Livermore; Don Weiss; Joe Dirky; Alvin McGilway, San Jose; Mr. and Mrs. Robert Moses, San Jose; Mr. and Mrs. W. R. Bauer, El Sobrante; K. B. Van Spreeken, Ted Brennan, Judi Forgeppel, Fred Bell, San Jose; Harry Simonian, Clovis; Jessie Nick, Gilroy; H. V. McGrath, Salinas; Walt and Shirley Hauser, Berkeley; Tris and Mollie Coffin, Berkeley; Mr. and Mrs. P. F. Marquis, Berkeley; A. Viscovich, Castro Valley; Al Hayen, G. B. Mills, Mills Sales, Oakland, and Mr. and Mrs. Bob Saylor, Sacramento.

Orchids were presented to the women by Pat Fraga. Decks of playing cards were given to the men.

2 144B ROCK-OLAS, Like New $650.00

1 143B ROCK-OLA ... 395.00

2 143A ROCK-OLA, 45 RPM 150.00

2 SEEBURG "R" with Royal 50c Units 725.00

COIN MACHINE SERVICE, INC.

ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA

423 Wilson St., Santa Rosa CALIFORNIA

Phone Paul Spear Santa Rosa 1496 or write for prices

Brunswick, MacGregor Discuss Merger Move

CHICAGO — Officials of the Brunswick-Balke-Collender Company here, a leading supplier of equipment to manufacturers and dealers in coin-operated pool games, began discussion recently with MacGregor Sports Products, Inc., on the possibility of a merger of the two firms.

If the merger occurs, MacGregor will be operated as a subsidiary of Brunswick, but the MacGregor name and organization would remain intact.

Brunswick, manufacturer of billiards, bowling and school equipment, reported sales last year of $51,437,258; earnings of $3,364,390.

YOU HAVE TRIED THE REST. NOW BUY THE BEST

Model 2100 Wurlitzers

MUSIC

AMI

MODEL E-120	$355.00
MODEL C	85.00
MODEL G-40	150.00
MODEL F-120	325.00

WURLITZER

MODEL 1900	$895.00
MODEL 2000	945.00

WALL BOXES

SEEBURG (CHROME)	$ 40.00

BINGOS

SADDLE & TURF	$105.00
GAYETY	55.00
BIG TIME	95.00
VARIETY	75.00
PALM SPRINGS	50.00

ARCADE

SEEBURG BEAR GUN	$ 85.00
SEEBURG COON HUNT	115.00
TELEQUIZ WITH FILM	75.00
CHGO. COIN TWIN HOCKEY	185.00
CHGO. COIN PISTOL	45.00

BOWLERS

BALLY JET	$ 75.00
BALLY MAGIC	110.00

½ down, balance C.O.D.

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 North Capitol Avenue
Indianapolis, Indiana
Phone: MElrose 5-1593

MUSIC and GAMES!

A.M.I. E-120	$425
SEEBURG 100-C	545
WURLITZER 1700	545
SEEBURG 100-R	695
WURLITZER 1400	195
ROCK-OLA 1438 COMET	465

ALL NEW BOWLING GAMES and POOL TABLES IN STOCK!
IMMEDIATE DELIVERY!

M-100A 45 RPM CONVERSION KIT

Easy to Install!

Modernizes and brings phonographs up to top earning power!

$69.50

PHONOGRAPHS STEAM CLEANED, RECONDITIONED, REFINISHED LIKE NEW!
Terms: ½ Dep. Bal. C.O.D.

A Quarter Century of Service

ATLAS MUSIC COMPANY

2120 N WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5905

dime play troubles?

HERE'S YOUR ANSWER!

SEEBURG V-200

200 Selections

Special $849.50

With the following features:

- Uses Transistor Type Diode and Selection Switching WITHOUT TUBES!
- Machine Is Completely Reconditioned and Refinished in Our Shop by Factory-Trained Mechanics and Electronic Specialists!

ATLANTIC PENNSYLVANIA COMPANY

324 N. Broad Street

Philadelphia, Pennsylvania

when answering ads . . .

Say You Saw It in The Billboard

Sandy Moore Gabe Forman

BUYING
• PIN BALL GAMES
• JUKE BOXES
• ARCADE EQUIPMENT

HIGHEST PRICES PAID
Send Us Your List
Used—Reconditioned—As Is

YOUNG DISTRIBUTING LONG ISLAND CORP.
—EXPORT SPECIALISTS—
240 E. Merrick Rd. Freeport, L. I.
Mayfair 3-3473

Minn. Piped-In Music Plan

• Continued from page 84

not work out, he will install a hide-away phonograph into the set-up and stack it with records which will play automatically.

On Trial Basis

"I want to put this on a trial period because, frankly, I don't know how it will work out," Nash said. "Maybe the constant playing of the records will be such that we will be spending more time replacing than it is worth. However, I believe some system can be worked out."

"And it goes along with my theory that all such service should be handled by one operator. Piped-in music is as much a part of in-plant service as anything else. My idea may have bugs in it that will prove it unworkable, but I think it can be made to do the job."

Nash's mechanics will build the phono hideaway unit in the company service department from parts borrowed from Twin City Novelty Company, with which Coffee Vending, Inc., is affiliated.

Under the arrangement between Nash and the Penney organization, there will be no charge made for the piped-in music. Nash explained the music will be part of the service his firm gives to the account.

Many-Sided Service

His complete in-plant feeding panel will vend coffee, sandwiches, hot foods, soups, pastry, ice cream, milk, chocolate and cold drinks.

Another innovation launched by Nash, for his firm at least, is the making of its own sandwiches for the in-plant machines it has on location.

"This, too, is on an experimental basis," he explained. "We already have found, in a very short time, that we give a better sandwich than we did when we bought them from catering firms.

"By making sandwiches in our own plant, we are not at the mercy of the caterers, having to take their menus without question. This way we adopt our own menus. Our sandwiches are sealed in special bags and when they go into the machines I know they are fresh. That's something we weren't always sure of under the old system."

Nash has set aside a special area at Vending Services, Inc., to provide the necessary space for making of sandwiches. Plans are under way, however, to set up a regular food-preparation area to handle this service once it is decided to continue with the program, he said.

Hollywood, Inc., Plans N. Y. Push

CENTRALIA, Ill.—Hollywood Brands, Inc., candy bar manufacturer, has planned a campaign to promote sale of its line in the New York City area.

Vending cards will be used extensively during the campaign. Television, magazine and newspaper advertising will also be used, along with merchandising crews that will cover New York and outlying areas.

ROYAL DISTRIBUTING, INC.
BINGO GAMES
All equipment reconditioned
ASK FOR BEN MACKIE or HAROLD HOFFMAN
3726 Kessen Ave., Cincinnati, O., MOntana 1-5004

5-BALLS!!!

SOUTHERN BELLE	$165.00	JOCKEY CLUB	$120.00
GOLD STAR	150.00	CONTINENTAL CAFE	385.00
DIAMOND LILL	130.00	HIT 'N' RUN	65.00

14 FT. BOWLERS
UNITED BOWLING ALLEY
BALLY ABC LANE
KEENEY TRUE-SCORE
$595 Plus $30.00 for crating.
WANTED LATE BOWLERS!!!

PURVEYOR DISTRIBUTING CO. Better Buys
4322-34 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

WILL PAY CASH or WILL TRADE for
GOTTLIEB 5-BALL GAMES
Single and Multiple Player
and
UNITED SHUFFLE ALLEYS
with Match Feature
LET'S HEAR FROM YOU, PRONTO!

ATTENTION, OPERATORS in
N. INDIANA—N. ILLINOIS—IOWA!
WE'RE DELIVERING GOTTLIEB'S
WORLD CHAMP
THE GAME WITH THE MONEY-MAKING PUNCH!
NATIONAL COIN MACHINE EXCHANGE
3111-3 DIVERSEY BLVD. Phone: Kimbrook 1-8686 CHICAGO 14

SEEBURG
Wall-o-matic 100
WALLBOXES
$49.50
CHROME COVERS—100 SELECTIONS
Special Volume Prices
Reconditioned—Davis Guaranteed
New Selection Buttons—New Instruction Plates
Terms: ⅓ Deposit Required Cable Address: "DAVDIS"
WORLD EXPORT WESTERN EXPORT DISTRIBUTING Corp.
Davis vis vis
Exclusive Seeburg Distributors
738 Erie Blvd., East, Syracuse 3, N. Y., U.S.A.
Phone: GRanite 5-1631

when answering ads . . .
Say You Saw It in The Billboard

AN AUTUMN MAHING ALE ENATION!

REBUILT SEEBURG V-200
with VL-200 SELECTION RECEIVER—type TSR3-L6 SELECTIVE SWITCHING through GERMANIUM DIODE and 2050 THYRATRON
• "2D21" TUBES ELIMINATED
• POSITIVE SELECTION ASSURED
• NEW MACHINE GUARANTEE
• FACTORY LIKE APPEARANCE AND PERFORMANCE
Priced at only $875.00
IDEAL FOR DIME PLAY CONVERSIONS AND UPGRADING ROUTES FOR THE FALL SEASON
TIMED RIGHT . . . PRICED RIGHT . . . WORK RIGHT

RECONDITIONED . . . with DAVIS 6-Point GUARANTEE . . . REFINISHED

SEEBURG				AMI			
HF100R	$700	HMF100R, Hideaway	$400	G-200	$695	E-80	$315
HF100G	615	M100W	595	E-120	850	D-40, 78 rpm	135

WILL TAKE TRADE-INS

TERMS: ⅓ DEPOSIT REQUIRED

WORLD EXPORT WESTERN EXPORT DISTRIBUTING Corp.
Davis vis vis
Exclusive Seeburg Distributors
738 Erie Boulevard East, Syracuse 3, N. Y., U.S.A.
Cable Address: "DAVDIS" Phone: GRanite 5-1631

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ATTENDEZ
ACHTUNG
ATTENTION
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OUR ONLY OFFICE IN EUROPE
"Holland-Belgie-Europa"
402 A-d. Louise
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Phone 47 66 43
All Seeburg models
Big or small quantities
Day or night service

FIRST with BIG BALLS!

WE GOT 'EM!

FIRST-Conditioned

14-FT. BOWLERS

Chicago Coin BOWLING LEAGUES
United BOWLING ALLEYS
Bally BOWLING LANES
Exhibit TRU-BOWLERS

"The PRICE Is RIGHT, so PHONE or WRITE!"

Chicago Coin's **CLASSIC 16' BOWLING LEAGUE**

★ WHAM! ★ BALLS ACTUALLY HIT PINS!
★ NEW GIANT SIZE 2½-LB. DUCK PIN BALLS!
★ NEW GIANT SIZE REALISTIC PINS!
★ NEW GIANT COLLECTIONS FOR SMART OPERATORS WITH 2 FOR 25c PLAY!

FREE!

IMPORTERS!

WRITE FOR OUR BIG NEW ILLUSTRATED CATALOG! 56 PAGES

Extra Specials!

Bally BALLO-A-POPPIN'	$335
C. C. MIAMI SHUFFLE	45
Exhibit RINGER	130
C. C. HALL SHUFFLE	125
Exhibit SLATE POOL	125
Un. STEPPLE-CHASE	85
Un. COUNTY FAIR	85
Genco CIRCUS GUN	closeout
Manheim Popcorn Machine	48

ARCADE

C. C. TWIN HOCKEY	$315
C. C. SUPER MOUNT GUN	175
C. C. 4-PLAYER DREW	130
C. C. SUPER BOWLER	115
Wms. STAR SERIES	85
Wms. QUARTER-BACK	85

GUNS

GENCO
New DAVY CROCKETT Write
STATE FAIR $295
SKY ROCKET 225
MIGHT FIGHTER 125

EXHIBIT
JUNGLE HUNT $385
JET GUN 110

WILLIAMS
JET FIGHTER $185

UNITED
JUNGLE GUN $135

NEW GAMES

GOTTLIEB
WORLD CHAMP

BALLY
SHOW TIME—Special!

VALLEY
6-POCKET POOL GAMES

SHUFFLES
BINGOS
5-BALLS
POOL GAMES

Largest selection of FIRST-CONDITIONED equipment. Write for listings and prices.

Kaye Super Deluxe SLATE POOL GAMES
Finest mahogany cabinet
Genuine Slate
Total Jumbo $215
Plastic Bumpers!

BRAND NEW!

1st

FIRST COIN MACHINE EXCHANGE, INC.
Joe Kalin & Wally Finks
1750 W. NORTH AVE • CHICAGO 22, ILLINOIS • Dickens 2-0500

1st

NVA Launches

• *Continued from page 83*

suggestions for additional services the association might render.

Raynor added the results of the 10-question survey would be released upon compilation.

Accompanying the survey was NVA's August newsletter, detailing the latest excise tax ruling from the Commissioner of Internal Revenue. Also listed is a 15-point program detailing benefits of association membership, and urging a drive for new members.

Association membership is listed as $36 for operators, $100 for distributors and $200 for manufacturers. Also included in dues is a $1,000 group life insurance policy automatically issued to all members.

Williams
Now Delivering:
KING'S

- HI-HAND 5-Ball with High Card Hand. "Wild" Joker!
- CROSSFIRE Gun Game
- 6-Pocket POOL TABLE

See Your Williams Distributor

Williams
MANUFACTURING CO.
4242 W. Fillmore St., Chicago 24, Ill.

EXCLUSIVE FACTORY DISTRIBUTORS
AMI-CHICAGO COIN-GENCO-EXHIBIT

BOWLERS

C.C. Triple Score	$ 65.00
C.C. Bowl & Ball	95.00
C.C. Cosmic Turpolite	195.00
Un. Cascade	150.00
Un. Spooky	125.00
Ex. Bimpy Ball	125.00
Un. Chief	85.00
Un. Cosmic Bowler	35.00
C.C. Deluxe Bike Ball, 11 ft.	495.00
Genco Deluxe Skill Ball	495.00
Genco 6 Player Skill Ball	595.00
C.C. Tournament Ski Bowl	350.00
Bally ABC	125.00
United Equilution	395.00
Genco Deluxe Ball Ball	365.00
Un. Select Play	125.00
C.C. Criss Cross Bowler	95.00
C.C. Grand Cup	95.00
United Turpolite	135.00
United Cosmic	175.00
United Comet	125.00
C.C. Triple Strike	125.00
C.C. Bonus Score	195.00
C.C. Pinball	125.00
C.C. Bowl Shuffle	65.00
C.C. Crown	50.00

NEW GAMES

Genco Twenty-One	Write for Special Prices
Genco Lucky Seven	Write for Special Prices
Exhibit Tru Score Bowler	Write for Special Prices
Kaye Eldorado Six Pack	Write for Special Prices

MUSIC

AMI G 300 (Dual Price Play)	$695.00
AMI G 120	650.00
AMI O 98	625.00
AMI E 120	595.00
Rock-Ola 51 50	125.00
Seeburg Vue Drea Speakers	15.00

BINGOS

Write for special prices

PHOTO

Auto Photo M 5	$1795.00
Auto Photo M 11	Write

MONROE
COIN MACHINE EXCHANGE INC.
2423 Payne Ave. Cleveland 14, Ohio Superior 1-1400

Build Your Profit Picture With GOTTLIEB'S

LOCATION TESTED FOR YOUR PROTECTION!

- Targets and Rollovers Advance "Rounds" for Special Score
- Scoring 3 Knockdowns In Any Round Lites Hole for Specials
- "A" and "B" Rollovers Lite 100,000 Scoring Contacts
- Add Play Match Feature
- 4 Pop Bumpers, 2 Cyclonic Kickers and 2 Super-Powered Flippers Create High-Speed, Exciting Board Action
- Available with Twin Chutes

Subject to AMUSEMENT TAX Only!

Amusement Pinballs as American as Baseball and Hot Dogs

D. Gottlieb & Co.
1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SIGN BRACKETS

it's NEW from REDD!
. . . more money-making machines!
NEW–BALLY TWO-PLAYER 5-BALL CIRCUS IT'S HERE!! IT'S GREAT!!
NEW—Wurlitzer 50c Wallbox
NEW—Fisher 6-Pocket Pool Tables
NEW—Bally Tournament Bowlers
NEW—Bally Sun Valley
NEW—Bally Toonerville Trolley
FOR THE BIGGEST 'n' the BESTEST PROFITS—CALL, WRITE, or WIRE NOW!!
WANTED: Beach Beauty, Big Time, Variety, Ice Follies, Surf Club, Miami Beach, Gay Time, Gayety, Hi-Fi, Dude Ranch
Redd DISTRIBUTING CO., 390 LINCOLN ST., ALLSTON 34, MASS. AL 4-4040
Exclusive distributor for WURLITZER BALLY EXHIBIT

GIVE TO DAMON RUNYON CANCER FUND

N. Y. Ops to Hold Yearly Fete Nov. 9

NEW YORK—More than 1,000 persons are expected to attend the 20th Anniversary Celebration of the Music Operators of New York, to be held November 9 at the grand ballroom of the Waldorf-Astoria Hotel.

Committees for the affair will be chosen after Labor Day. The program will include a banquet, dancing and entertainment provided by top recording artists.

Tulsa Farmers Vending Milk

TULSA — Self-service milk-vending machines have been installed by a group of dairy farmers in three different locations in Tulsa, reports Charles Moore, manager of the Pure Milk Producers' Association.

Half-gallon cartons sell for 39 cents, whereas 45 cents is charged in retail outlets.

THEY'RE GOOD BY GOSH—
BUY GENCO
★ CIRCUS RIFLE GALLERY
★ ROTATION POOL
★ "SWEET 21"
SEE them at your GENCO DISTRIBUTOR
KEEP "ON THE GO" WITH GENCO
GENCO MANUFACTURING
Division of Chicago Coin Machine Company
3621 N. ASHLAND AVENUE • CHICAGO 14, ILLINOIS

when answering ads . . .
Say You Saw It in The Billboard

WHAM!
3 5 7
BALL Actually HITS The PINS
GIANT PINS
REALISTIC SIZE
Larger Than Ever Before!
GIANT BALLS
GENUINE EBONITE
4½ in. DIAMETER—7½ POUNDS
NEW HIGH SCORE
Of The Week Feature!
(Key Controlled)
Choice of 3 Size Cabinets
13 ft.—16 ft.—18 ft.
Shipped in 2 sections! Wider Cabinet! Striped Playfield! Genuine Gutters!
NEW PROFIT MAKING FEATURE!
2 Games for 25c
Also available as One Game for 25c
Easily convertible to regular 10c play!
chicago coin's
Classic
BOWLING LEAGUE
chicago coin MACHINE COMPANY
1723 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

Bally NOVELTY GAME

CIRCUS

of fun for players

...gold-mine for operators

FUN FOR 1 PLAYER MORE FUN FOR 2 PLAYERS

5 OR 3 BALL PLAY

NEW

A B C

SPECIAL SCORES AND POWER-PROPELLED

BONUS BALLS

Targets Score 100

JET-POWER FLIPPERS

Slingshot Kickers

POP BUMPERS

CIRCUS-FLASHY

CABINET, BACKGLASS AND PLAYFIELD

Packed with LAST-BALL SUSPENSE that insures plenty of REPEAT-PLAY ...styled to stimulate DOUBLE-COIN competitive play...CIRCUS is a location-tested money-maker in all novelty spots. Get your share. Get CIRCUS now.

See ball actually hit pins...just like real bowling...and you see why ABC TOURNAMENT is out-earning all other bowling equipment.

See Sensational New

Sun Valley

All 25 numbers in Magic Squares or Magic Lines! Results: more score-juggling fun for players ... more profit for operators! Get your share . . . Get Bally SUN VALLEY today.

HOT TIP!

Need extra income quick? Plenty of locations are ripe for Bally Kiddie-Rides that take in $50 to $100 a week.

WRITE FOR DETAILS

See your favorite distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S NEW *De Luxe*

Bowling Alley

Scores and Plays Exactly Like Regulation Bowling—1 to 6 Can Play

NEW Drop-Chute Mechanism with NATIONAL REJECTOR on Pull-Out Drawer *For Easier Servicing*

•

PILFER-PROOFED STEEL FRONT *Resists Jimmying*

REDUCED WEIGHT *For Easier Handling* WEIGHS 85 lbs. Less Than Previous Models

ALL MECHANISM *Located in* BACK BOX with Hinged Insert for Easier Servicing

NEW BALL LIFT Mechanism *Prevents Jamming of Balls*

NEW BIG CASH BOX Holds $165 in Dimes

Cushioned for Extremely Quiet Play

UNITED'S BOWLING ALLEY IS ALSO AVAILABLE IN REGULAR AND TEAM AND HI-SCORE MODELS

•

ALL MODELS ARE AVAILABLE IN

3 SIZES

11 FT. LONG

14 FT. LONG

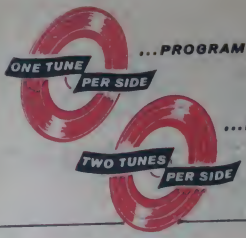
18 FT. LONG

Sectional Construction

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



...PROGRAM SINGLES AT ONE PRICE

...PROGRAM ALBUMS AT A PROPORTIONATELY HIGHER PRICE

album record programming with Seeburg dual pricing is the surest way to increase earnings

● Today, much of the fine music the public wants to hear—standards, show tunes, jazz and classics—is available principally on albums. This type of music is as essential to proper programming as current hit tunes on singles.

● Dual pricing permits taking full advantage of album music because the operator is compensated for the additional playing time required.

DUAL PRICING UNITS
Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units that program singles at one price and album records (two tunes per side) at a proportionately higher price.

America's Finest and Most Complete Music Systems

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J. P. SEEBURG
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